

# PRINTERS' INK

Registered U. S. Patent Office

12 West 31st Street, New York City  
A JOURNAL FOR ADVERTISERS



VOL. XC

NEW YORK, FEBRUARY 4, 1915.

No. 5

## *Ivory Garter*

### THE NEW GARTER FOR MEN

Offhand, it might not seem wise to advertise another garter for men. But the Ivory Garter is not just another garter; it is a better garter—so decidedly better that we and its makers believed in its advertisability.

A trial campaign in big city newspapers has proved that we are right. The rapid accomplishment of wide distribution is still further proof. The foundation for the national advertising of this product has been properly laid and upon it will surely be built success.

The Ivory Garter Company is located in New Orleans, and what we are doing for them in the way of advertising service is convincing evidence that distance is no handicap to this agency.

N. W. AYER & SON  
PHILADELPHIA  
NEW YORK BOSTON CHICAGO

(This is Advertisement Number Seventy-one of a Series)



# Why

## I Gave My Account to FEDERAL

THE **LIVERPOOL**  
AND **LONDON**  
AND **GLOBE**  
Insurance Co., Ltd.

"You can refer to us any prospective advertiser who may be seeking a satisfactory advertising agency connection. Our experience with your service, so far has been most satisfactory since one of our Directors, another of your clients, referred us to you."

Yours very truly

H. W. EATON, *Manager*

Your attention is especially directed to the last sentence in the above—one of our clients referred us to this account—the only real reference is that based on experience.

That is the investigation which we invite—ask our clients themselves what we mean

by "Put it up to men who know your market."

This great Insurance Company is an international power; and its testimony is interesting because it proves that the force of FEDERAL Specialized Service is now recognized for its results in every field of endeavor.

"Put it up to men who know your market"

**FEDERAL**  
ADVERTISING AGENCY  
241 West Thirty-ninth Street, New York





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ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 20, 1898.

VOL. XC

NEW YORK, FEBRUARY 4, 1915

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## Handling 1,000 Men Working on Commission

And Helping Them Make the Sale

By Bruce Barton

"I WOULD rather be a beggar and live in a garret," said Carlyle, "than to be a king who did not love books."

In that single sentence as it happens, the philosopher grouped together the only two classes of mankind who are entirely free from the wiles of the book-agent—kings because they are too carefully guarded, and beggars because a dollar a month is beyond them. Except for these two relatively unimportant groups, the world is the book-agent's oyster. For two years it was my pleasant task to invent new sharp-edged tools with which that oyster might be pried open.

Books are sold on commission, and they are difficult to sell. So difficult, in fact, that the book-agent is filled with an uncommon pride in his ingenuity, mingled with a certain scorn for all other men who profess the name of salesmen. "Order-takers" the book agents call them—the men who sell crackers and tobacco and shoes and beer. "Give us a necessity to sell" they say, "and we will run rings around the world." In which assertion they are, of course, wrong.

For a necessity is not easier to sell than a luxury. Wiser men than book-agents have made that mistake. One of my good friends once made it when he left the automobile business, which seemed to him an unstable, mushroom sort of an industry, to undertake the sale of borax. It took him only a few weeks to make up his mind

that he had jumped out of the fireless-cooker onto the electric toaster. Most necessities are not as easy to sell as most luxuries. Shoe stores and butcher shops fail, but in the very same block a jewelry store, or a moving picture theatre will go on forever. The book-agent has his troubles not because books are luxuries, but because of the way in which books have been sold.

Nevertheless that strange, consuming pride which is in book-agents, and most other commission men, needs to be reckoned with by any man who would handle commission men successfully. Which leads me to my first point—that in handling commission men, that government will generally be most successful which seems to govern least; which relies upon personal attachment and sheer ability to evoke admiration rather than upon any power of command.

Men must be taught as though you taught them not,  
And things unknown be told as things forgot.

The quotation may not be exact, but the principle is sound.

The men who handle commission salesmen most successfully, according to my observation, are almost always good listeners. Each one of them probably has fifteen or twenty men working for him who boast that they "taught him all he knows about the business." They never enter a branch office that some star salesman doesn't draw them aside to utter



a solemn and confidential suggestion about the management of the company. Some of those suggestions are good; all are to be encouraged. To a man on commission, for whose services a dozen other companies are bidding all the time, one cannot say merely, "Read General Order Number One," and then go away and play golf. If you are to bind that man to you, if you are to give him any new ideas, you must first convince him that they are better ideas than those he already has. And to do that you must give him a chance to display what he has. Let him feel that you have regard for his intelligence, and you can do much with him. But take the other tack—seek to force your ideas down his throat—and he will listen to all you have to say, smoke up as many cigars as you have to give him, and then go out behind the office to laugh you to scorn.

#### WHAT MAKES A COMMISSION MAN SUCCESSFUL

I am speaking thus far of old men, seasoned to their habits, proud of their records; conscious that they are the survivors of a vast army of recruits who have tried the game and failed; and prepared to defend their "practical experience" against any amount of theoretical suggestion. New men, of course, are a different story; though it is remarkable how quickly the new man acquires the mental characteristics of the old.

Picking the recruit who will make good is a matter of long and difficult experience. One becomes more expert at it as he goes along, but no man ever has or can be perfect. Even the most sagacious has his bitter disappointments. One of the best small canvassing forces I know is employed by a certain city newspaper. It consists of about thirty-five men; and these are the final fit survivors of no less than 5,000 applicants who have come to the office in answer to advertisements. I used to figure that two men out of a hundred applicants were worth spending time on; but the

percentage of men who actually stayed in our business and became permanent factors in it was far smaller than that. The process of sifting is fearfully expensive; the final salesman who is left represents a considerable investment in newspaper advertising and expensive drill. And once drilled, he may on the following morning desert to the opposition, or sink into the quicksands of life insurance or patent window shades.

Men fail for various reasons. Lack of courage, lack of endurance, dishonesty, drink—all these play their part, of course, and a sales manager must combat them as best he can. But the one cause of failure which he ought to erase permanently from the list is lack of preparation. Thousands of men are advertised for every day in the city newspapers, given a quick canvass and turned out on the streets to fail, who might be saved if they were properly prepared. There grows up in our cities, therefore, a shifting, spineless company of professional applicants, their self-reliance and capacity utterly destroyed by repeated failures. For some of those failures we employers of men are responsible. Often a very trivial thing turns the balance.

I remember a crew of men whom I had secured to work among the better residences of a Western city. The big houses, of course, are the least canvassed; and I figured that there must be a wealth of business for us if only we could break by the outer guards. My men were clean-looking young chaps. Their linen was spotless, their shoes shined, their fingernails had been given special care; they carried no samples—they looked the part of gentlemen in every respect. But somehow or other they simply could not get in. Maids or butlers came to the door, and that was as far as they got. They kept at it for several days, and finally, just before their courage was completely lost, an inspiration came. I went downtown and spent three or four dollars for natty walking sticks; and at noon-time I put a stick in each



man's hand. "No maid ever saw an agent with a cane" I said, "if you can't brush by the maids with a cane in your hand, you aren't worth what it's costing me to shave you. Go to it now and get orders." And they did. Somehow the touch of those canes in their hands made them feel like regular gentlemen, and they succeeded in communicating enough of that feeling to the maids to get the interviews they wanted.

#### HOW SOME SALESMEN HAVE INTRODUCED THEMSELVES

We taught our men to open their canvasses, wherever possible, with a question, the object being to get the prospect to talking. If a man would only sit mute at his desk, neither asking questions nor answering them, the Angel Gabriel couldn't sell him a set of books, nor anything else. But as soon as he opened his lips, if only to say, "Get out of here," he has weakened his defense. Our questions were planned, of course, with the idea of stimulating a man's curiosity without satisfying it. And some of the questions we thought out for the salesmen were not nearly as good as some that they thought out for themselves.

I remember a wiry, energetic little fellow who used to work through the business district like a streak of lightning. "Good morning," he would say, sticking his head inside an office door, "have you got yours?"

"Got what?" you would answer. Oh, yes, you would.

"Why, got your copy of Jones' Great Home Library; we're practically giving them away," etc.

One Dutchman, who looked and spoke the part, used to roll up a quite extraordinary volume of sales, and his introduction never varied, "Gut morning, haff you heard about the fight over you?"

"No, what d'you mean, fight?"

"Vy the fight between our house and the Schmidt Publishing Gompany. The Schmidt Gompany wants you to buy their encyclopædia; ve vant you to buy ours. The Schmidt Gompany don't give you nothing; ve give you this lofely world's atlas."

But perhaps the most successful man in our whole outfit confined his canvasses to married men, and opened invariably with the question, "Mr. Jones, are you a family man?"

"I am."

"Thank you. I ask that question because I have here a proposition which means everything for the future of your children. The price of it is so trivial that we can afford to dismiss that question right away. Because Mr. Jones," (said with great earnestness, and in a tone that Henry Irving might have envied) "you are not the kind of a man who would let fifty cents a week come between you and the future of your children."

But our course of training began a long way back of the opening sentence in the canvass. Hundreds of sales to women are killed long before the agent reaches the prospect's front door. The agent straggles up the front walk, his eyes not fixed on the front door, as a caller's would be, but wandering here and there among the upper windows. And the woman inside, catching the glance, decides who and what she has to deal with and refuses to answer the bell. Or the agent, perhaps, rings, and then walks restlessly back and forth on the porch. The woman hears his step, or sights him through the parlor window and retreats discreetly to the rear of the house. Our men were schooled to approach the house with a firm, confident tread, their eyes fixed on the door: and once on the piazza, to stand so near the door that they were invisible from any window. If there was a screen on the door, they were taught, when the woman appeared, to lift their hats and take one step backward, leaving just room enough for the screen to swing open. In nine times out of ten the tacit suggestion conveyed by that polite backward step was enough. The screen swung.

The most successful of our house-to-house men was the one who carried attention to details to the finest possible point. He confined his work to the mansions which all other agents pass by;



and he wrote most of his business between twelve and two when most agents do not work. "Women are almost always at home in those hours," he would say. "The lunch hours and holidays are my best times. I expect to get seventy-five per cent of my work out of the way by two o'clock."

He made it a practice to carry the city Blue Book, so that he knew in advance the names of each woman on whom he was to call; and knowing her name, he asked not for the woman at all, but for the man.

"I want to see Mr. Jones, please," he would say to the maid.

"But Mr. Jones is at the office," she would answer. At that he would seem to be taken aback.

"Oh," he would say, hesitatingly,—"well, then, may I speak a word to Mrs. Jones, please?"

And the maid, to whom anyone who wanted to see Mr. Jones must be important, would report to her mistress, "There's a gentlemen downstairs who wanted to see Mr. Jones. I told him he was at the office, and then he asked if he could see you." And generally he could.

#### KEEN KNOWLEDGE OF WOMANKIND

"Mrs. Jones," he would say, "I am Robert Horton, 4478 Chestnut Avenue." To give the local address he felt placed him on a different plane from any ordinary agent, and helped to inspire confidence in the woman's mind. Then, in the quietest, most courteous fashion possible, he would proceed to explain the proposition, introducing the names of other prominent women who had subscribed, and offering at the end an order blank fastened in a lovely leather case, and a glittering gold pencil. It was a particularly beautiful pencil. There are few women who could resist the impulse to reach out their hands and grasp it; and having grasped it there was nothing to do but to sign.

But the word "sign" had no place in his vocabulary. "Every husband in the United States," he would tell you, "warns his wife when he kisses her good-bye in the morning, 'Now, my dear, what-

ever you do don't sign anything.' The word 'sign' calls up to her imagination immediately visions of all sorts of possible complications." So he avoided these deftly.

"Do you happen to have your personal card handy, Mrs. Jones?" he would say. Of course she didn't happen to have, because she was in the parlor and her cards were upstairs in the bureau drawer.

"Well, then," the urbane voice would continue, "never mind. Just note your name and address on this blank, just the way you would like to have it appear on our records." And out would pop the leather case, and the gold pencil that gleamed and glittered.

In methods of introducing an order blank into the conversation without calling attention to the fact that it was an order blank, our men's minds were ever fertile. I remember canvassing with one of them in Louisville. He had made his plea on the value of the books to the man's children, and he wound up with a fervid summary of the manifold departments of the work—the illustrations, the indexes, the glossaries, the reading courses, etc. "Think of it, Mr. Jones," he concluded in a burst of eloquence, "we give you all this for \$29, and here," throwing down the order blank, "here is the blank *we give it to you on.*" After that I went home and burned up all our Order Blanks and issued Acceptance Blanks instead. They answered the same purpose and did it much more graciously.

Some of the closing talks which I found in vogue in our organization were hardly so ingenuous. I remember one man especially:

"The price of this wonderful work, Mr. Jones," he would say, "is only \$49. That is the net price. If you were to order fifty sets they would still be \$49. But I'll tell you what I am going to do, I am going to let you pay that \$49 in any way you choose. You can pay it in two instalments; or three instalments; or, you may, if you prefer, pay as little as \$5 a month."

At this point the prospect would invariably refuse to take the work





## ANNOUNCEMENT

MODERN MECHANICS, the present title of our magazine, not only fails to fully describe its scope, but owing to its similarity in name to that of a contemporary, may lead to confusion.

Consequently we have decided to adopt a broader title, **THE WORLD'S ADVANCE**. The change is to begin with the April issue.

The new name, we believe, will be distinctive and will convey to both readers and advertisers a clear idea of the wide and interesting field the magazine covers.

Orland J. Ridenour  
Publisher

**THE WORLD'S ADVANCE**

32 Union Square

New York





at any price, whereupon the salesman would turn and leave the office. A moment later the prospect would be astonished to have him return.

"Mr. Jones, I can't do it. I can't go back to my people and tell them I made this trip out here to present that work to you, that I interested you, that you wanted the work, and yet that I failed to sell you. Here," pushing over the order blank, "I'll tell you what I'm going to do. Just name your own terms: take the set, if you want to, at \$2 down and \$2 a month."

Usually Mr. Jones took it. And since \$2 down and \$2 a month was the regular card rate, both the agent and he were equally satisfied.

#### THE SUCCESSFUL FORMULA IN A SENTENCE

It would be interesting some time to tell something of the peculiar habits of commission men, and the various ingenious devices which—apart from any training or encouragement—they have employed to get business. But the secret of handling men on commission can be condensed into a single line: "Put yourself in the other man's place."

Every man who has to deal with commission salesmen could well afford to paste that line in the top of his hat. I used to ask myself a dozen times a week: "Suppose I were an agent. Suppose I had a wife and two or three children, as many of these fellows have. Suppose that their food and clothes for to-morrow depended absolutely on what I was able to knock out of this business to-day. Suppose things were going badly with me, and orders would not come—would I, in those circumstances, be any better than the average of these chaps? Would I be always proof against the temptation to crowd a prospect into signing an order against his will? Would I be strong enough always to answer every question frankly? Would not I, too—face to face with the absolute necessity for more money—be tempted to use the weapons that the prospect's avidity, or ignorance, or lack of

intelligence laid ready to my hand?"

The man who can put himself in the other man's place will find that most of the other problems of handling men on commission will solve themselves. He will be able gradually to substitute a pride in the work, and in the house, for the more usual pride of "putting something over." He will form with his men innumerable bonds of common understanding and sympathy, made up of an intimate knowledge of their home affairs, their problems, and of little acts of helpfulness in the unending crises of their harassed lives. Like police reporters and bartenders and others who meet the world on its harder side, commission salesmen are often surprisingly simple and soft-hearted underneath. The wise man will strike his roots down into this softer, more enduring stuff. And his men will gradually grow into the habit of being square with themselves and with the public, because "the old man" is square with them.

#### C. G. Hafley Secretary Andrew Cone Agency

Carlos G. Hafley has been elected secretary of the Andrew Cone General Advertising Agency, New York. Mr. Hafley was formerly vice-president of the agency of Hoguet & Hafley, Inc., and has also served as sales manager of the Boston Specialty Company, New York; New York manager of the Barta Press, Boston and Eastern manager of the Class Periodical Company, Chicago.

#### Detroit Newspapers Merger

Following the announcement made in last week's *PRINTERS' INK* of important changes in the business and editorial departments of the *Detroit News* and *Tribune*, comes notice of the merging of the *Tribune*, a morning paper, into the *Evening News*. The Sunday edition of the *Tribune* will be continued, with the name changed to *News-Tribune*.

#### J. Hungerford Smith Account Goes to Lesan

The H. E. Lesan Advertising Agency has taken over the advertising account of the J. Hungerford Smith Company, of Rochester, manufacturer of soda-fountain requisites and fruit flavors. Magazines will be used during the Spring.

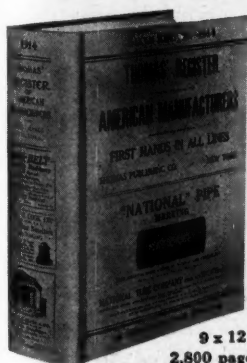


## The Most Important Aggregation of Buyers in the U. S.

*As a guide in buying the use of this register exceeds that of all other weekly, monthly and annual trade publications combined, because it is the only complete comprehensive work, designed specifically to be an efficient aid to buyers, and is used by more than 15,000 of the largest of them.*

These users never look elsewhere, any more than they look elsewhere for information naturally to be found in the Telephone Directory. Therefore it is the only medium that will bring your matter to the attention of this most important aggregation of buyers in the U. S. at the time they are ready to buy. *Costs for only one issue. Effective from 1 to 4 years.*

### OFFICIAL REGISTER OF THE AMERICAN MANUFACTURERS



It instantly furnishes a complete list of all the Manufacturers and primary sources of supply for any conceivable article, or kind of article, more than 70,000. It gives the home address and branches of each. It shows the approximate capital invested by each by a size classification ranging from \$500 to \$1,000,000. It instantly shows who makes any special brand or trade name. Many other valuable features.

We aim to list every manufacturer free of charge and regardless of patronage. At reasonable rates we publish, in addition to the name, descriptive matter, extracts from catalogues, circulars, etc. Such matter, printed under appropriate classifications in this work, is PERMANENTLY RECORDED in thousands of places where buyers look, and will be read by the RIGHT PEOPLE at the RIGHT TIME, i. e., Large Buyers, at the time when they want to buy. It attracts first attention, and furnishes the Buyer detailed information that he wants but cannot get from simply the name of the manufacturer. It costs less than to mail a one-cent circular to each user of the Register.

**300,000 Names, \$15.00**

1041 American Manufacturers published such matter in the 1914 Edition.

### INFORMATION HEADQUARTERS FOR LARGE BUYERS

The source of "Where-to-Buy" information for more than 15,000 concerns in the United States. The majority of large concerns have it in their offices for individual use. More than 1,000 of its users are rated \$1,000,000 and over. Each copy in places of public Reference furnishes information to many buyers. One Board of Trade writes that more than 4,000 Buyers' inquiries were answered by their copy of the Register in one year.

**Thomas Publishing Company, 134 Lafayette Street, New York**

BOSTON: Allston Station

PHILADELPHIA: Land Title Bldg.

CHICAGO: 53 W. Jackson Bldg.



To  
MR. WILLIAM WRIGLEY, JR.  
*The Biggest Gum Man  
in the World*

GREETINGS:

I was much interested in Mr. Woolley's article in January 21st issue of PRINTERS' INK. Reading it carefully I arrive at the conclusion that the big factor in your wonderful success, making due allowance for ability,—it takes a far sighted man to make such a policy the corner stone of his business policy—is that you gave your customers, the jobbers, dealers, etc.,—*more than they paid for*. In other words, you gave *big service* for the money.

I beg to call your attention to the fact that in that particular, SUCCESSFUL FARMING is following your worthy example. Our February issue for instance is 850,000 copies, while our advertising rate is based on 700,000. In other words we gave 150,000 extra copies as *extra service*. This is our regular custom—over a million *extra* copies last year.

I am astounded at the wonderful figures used in connection with your business, its immense proportions. Again as farm papers go, SUCCESSFUL FARMING might be likened to your business. Another proof that *extra service rendered* comes back in dollars and cents, you may be interested in knowing that the February issue of SUCCESSFUL FARMING,



(a regular issue), was 132 pages, carrying over \$105,000 in advertising, more than was ever carried before in a single issue of a farm paper whether regular or special issue. Over 570,000 pounds of paper, 285 tons, *nineteen thirty-thousand-pound cars of paper* in a single issue—in fact **SUCCESSFUL FARMING** is the largest farm paper in the world, as you are the largest gum manufacturer. *Service* is responsible in both cases.

But here is a difference. I use your gum *regularly* and recommend it. I believe in it. You have used **SUCCESSFUL FARMING** but not *regularly* or as though you realized what a field it covers. It is just as rich a field for you for double page spreads and pages as is the Saturday Evening Post. In fact, for many lines, a richer field. How does it happen you and many other advertisers do not seem to recognize this and go into the farm papers *big*? *Would it not be a good idea to investigate?* Several big concerns have done so, and you will find them in February **SUCCESSFUL FARMING**. I am mailing you a copy.

May you grow to be still bigger! Your policy of *service* deserves it—and of course you will grow. We expect to also.

*Yours very truly,*

E. T. MEREDITH

*Publisher* **SUCCESSFUL FARMING**

Des Moines, Iowa



# New York's Official Advice to "Break the Package Habit"

How the Mayor's Committee Circular, Advising the Purchase of Foods in Bulk, Is Regarded by Manufacturers

**M**ANUFACTURERS and advertisers of food products are inclined to regard with mixed feelings the circular of Mayor Mitchell's Food Supply Committee, which was printed in full in last week's **PRINTERS' INK**, and which recommended the purchase of certain food products in bulk rather than in packages. They sympathize most heartily with any movement which will relieve the condition of the poor, and they appreciate that conditions of necessity may in many cases, make it wise to sacrifice the advantages of the package goods for the apparent economy to be obtained in the purchase of goods in bulk. To the laborer earning a dollar and a half a day, the saving of a few cents may be vastly more important than considerations of cleanliness, uniform quality, etc. As the income increases, however, the relative importance of those factors changes, until we find them absolutely reversed. That which may be regarded as rank extravagance in the case of the poverty-stricken, is only the exercise of prudence in the case of the well-to-do.

In justice to the committee it should be stated that the circular was intended only for distribution among those whose need for economy is greatest, having been circulated chiefly through those schools located on the East Side, and other districts where the population is least prosperous. But the committee admits that 830,000 of the circulars were distributed; the text has been reproduced in some of the newspapers; it is being widely discussed. It is difficult to understand how its circulation can be restricted exclusively to those who need to practise the closest economy.

There is no Chinese Wall of non-intercourse between the poor and the moderately well-to-do.

Word of mouth publicity travels very fast sometimes, and there is no known method of tracing it with any accuracy. If any considerable proportion of those to whom the committee's recommendation comes, decide to put it into practice, we may see some factories going on part-time schedules. It is conceivable that some of them might have to shut down altogether for a while. There is no need to demonstrate that such an eventuality would strike hardest among the very people which the committee is most anxious to help—the laboring class.

It is perfectly legitimate, and may be highly praiseworthy, to advise a particular individual for his own good, to "break himself of the package habit." But when it is promulgated as a principle of conduct, and circulated broadcast with the authority of the City Government behind it, it is quite a different proposition. If the city fathers are going to lead a crusade against extravagance, may we not shortly find them advising the substitution of tin bathtubs for the modern porcelain article, and demonstrating that yellow laundry soap will cleanse the skin quite as thoroughly as the more expensive toilet soaps? Perhaps the City Government in pursuit of its paternalistic policy may even go so far as to advise the public to avoid the extravagance of buying talking machines and to be satisfied with the free music that is dispensed by bands in the city parks.

The following pages reflect the attitude of manufacturers of package foods towards the effort of the Mayor's Committee. It will be readily apparent that they are not inclined to question the motives of the committee, nor to adopt an unsympathetic attitude, though they do not agree with its conclusions.



## The Package System Too Well Established to Be Overthrown

By Norah Johnson Barbour

Johnson Educator Food Company,  
Boston

THE subject of package goods has been much discussed, and the fact that they do cost more is no secret to anyone, and no manufacturer for one instant pretends to say that he can produce package goods for less money than he can produce bulk goods.

The circular which New York City's official committee on Food Supply has distributed through the schools, advising heads of families to purchase goods in bulk, may have its effect on some people. But the custom of furnishing the consumer manufactured products in a clean and sanitary condition is one of advancement, and all the circulars in creation are not going to overthrow this well-established system of conveying manufactured goods to the housewife.

In reply to that first statement, that the package looks pretty and appeals to the eye, I would say that this is no doubt true. I cannot agree, however, that it makes the food seem more appetizing, except as it assures the purchaser that the contents have not been subject to the contamination of the atmosphere of the grocery store.

In regard to the second statement, I am sure that for sanitary reasons an air-tight and dust-proof package is appreciated by thinking people, and they are willing to pay a little more. Personally I have never found in the

open market cereal products in bulk that were the same quality as those which I have purchased in packages.

The plan of buying cereals in bulk and cooking them in a fireless cooker is all right for a certain class of people, but there is a class of people who cannot afford a fireless cooker. A larger majority of the people who can afford a fireless cooker are willing to pay the fractional increase on the cost of their product in order to get it clean and sanitary.

In regard to the cracker question, this is, of course, exceedingly interesting to us. In our own en-

### Mayor Mitchell's Food Supply Committee

George W. Perkins, Chairman

In Circular No. 9 distributed through the Public Schools

#### SAYS

"Why buy things in packages when you can get almost twice as much of the same article for the same amount of money if you buy it in bulk?"  
Other arguments are advanced attacking package goods and attributing to them the gross high cost of living.

Such Statements Are Not True when applied to

## Wheatena

### Because

(1) Wheatena cannot be handled in bulk and packing like it is sold in bulk. Why? Unless put up in hermetically sealed packages to keep the contents away from the air, Wheatena would deteriorate rapidly.

(2) We pack Wheatena over three hours by fire heat and by this process not only sterilize it but develop the Wheatena flavor—peculiar to Wheatena—and make the preparation for the table easy. Is not that worth doing?

(3) Wheatena is prepared for serving, using one part Wheatena to either six or seven parts of water according to receipt card. Uncooked granulated cereals are prepared with one part cereal to four or five parts water. Another point for Wheatena over bulk or other package cereals.

(4) Though wheat is now about double its price last summer, the price of Wheatena is still 15 cents for the same size package. We are not in business for a day and either then increase the price to consumers we stand ready to lose on every sale unless present conditions continue for too long a period. No increase to the consumer then.

(5) No food feeds the body so well as Wheatena, pound for pound, and some stands by one so well until the secondary meal. You don't tire of it! Such a food is much more than another which can't do this. Ask those who use it.

Be fair Mayor Mitchell's Food Supply Committee. Don't attack all package goods unless you examine all and judge impartially. General statements are unfair and liable to work injury.

#### TO THE CONSUMER:

Don't take our word for these things. Get a package from your grocer and try it for yourself. You will then see why Wheatena at 15 cents a package is a cheap and nourishing food from wheat—the healthiest diet men can adopt.

The Wheatena Company, Wheatonville, Illinois, New Jersey

NEWSPAPER COPY IN NEW YORK IN REPLY TO COMMITTEE'S CIRCULAR

terprise we offer the customer goods in packages or in bulk. There is much saving in package goods because there is nothing broken. Crackers packed directly from the oven are all selected. You pay for nothing but perfect goods in perfect condition.

Reference is made to ginger-snaps. What kind of ginger-snaps can be bought loose for ten cents? What class of people are interested in them? The peo-



# Increasing Responsiveness

*The correspondence of THE LADIES' HOME JOURNAL with its readers during 1914 was greater by 110,845 letters than it was the year previous.*

These 110,845 letters were letters of inquiry—asking for something the need of which was inspired by the magazine, and asking in a spirit of earnest confidence in the magazine.

Some of the departments in which there were notable increases were:

	1913	1914	Increase
Architecture and Art . . .	10977	31792	20815
Children's Department . . .	17489	20515	3026
Entertainment ! . . .	25102	41903	16801
Miscellaneous Fashions . . .	25676	36548	10872
Hair Questions . . . . .	8981	10583	1602
Home Dressmaking . . . . .	10212	12319	2107
Millinery . . . . .	4639	7229	2590
Minister's Social Helper . . .	5732	8030	2298
Mother's Registry . . . . .	19184	22146	2962
Needlework . . . . .	36775	59520	22745

This increasing volume of inquiries means that JOURNAL readers are reading the magazine in a mood not only of strong confidence, but also of *responsiveness*, keener attention, a stronger and stronger *tendency to act*.



Advertisers, too, are feeling this same increased responsiveness and getting better results than ever from the columns of the JOURNAL.

In the latter part of 1914 one manufacturer, with four advertisements, averaging less than a quarter page each, received 10,000 requests for a booklet.

Another, running half pages, is receiving 30 inquiries a day, each enclosing 5c or 10c for booklets. A color page used by this same advertiser brought 5500 mail inquiries for a special booklet—and thousands more were received at retail stores.

During the month of December alone an advertiser who has been using quarter pages or less received 13,312 inquiries directly traceable to the JOURNAL, each enclosing 10c for the sample offered.

Still another, whose business is primarily through dealers, found that in 1914 the direct orders received from JOURNAL readers, in towns where his goods were *not on sale*, brought in \$3500 more than his advertising cost—to say nothing of a large increase in his sales through the regular retail channels.

#### THE CURTIS PUBLISHING COMPANY

Independence Square, Philadelphia





# McCLURE'S *in the* Big size

It's the same McClure's!

The same McClure authors, the same McClure artists, the same McClure editorial policy—presented on a broader scale, in a more individual way.

The same McClure circulation, the same McClure guarantee, the same McClure value for the advertiser—enlarged, strengthened, individualized.

*The same McClure's  
—but More of It!*

Forms for May, the First Issue in the Big Size (680 lines) close March 15th



ple who are interested in ginger-snaps at ten cents a pound have been buying them in bulk ever since ginger-snaps were placed on the market. All the large dealers put out these goods in boxes with glass covers.

The bacon situation is one that is intensely interesting. Personally I use the most extravagant kind of bacon because I cannot find anything to compare with it in bulk. The method of slicing bacon is such as to bring the product to you in perfect condition and there is absolutely no waste.

#### CLEANLINESS AN IMPORTANT CONSIDERATION

Bulk macaroni is always fly-specked and dirty. I never saw any that was clean. As for the comparison of canned fruit and dried fruit, there is no comparison. We will all admit that the dried peach and the dried apricot are good, but they do not take the place of the canned fruit. The same is true of peas and beans. Almost every household uses peas and beans of the dried variety for purées, but they do not take the place of the canned vegetables.

As to the famous Boston baked beans, which are so well known in New England, the price set by Mayor Mitchel's commission for baked beans sufficient for eight people is very low. I belong to a good New England family, and we cannot produce the raw material for a good pot of baked beans for less than 28 cents. Then there is the scientific handling, the fuel and energy. It requires a whole day's attention to produce a good pot of New England baked beans. I am afraid Mr. Perkins himself would not be satisfied with the results of 15 cents' worth of raw materials to serve eight people.

I do not agree with him that it will pay us to "break ourselves of the package habit." I will agree that some things can be bought both in packages and in bulk of the same quality, and by careful thought on the part of the housewife living expenses may be materially cut down, but it will never be done, I am quite sure, by giving

up absolutely all package goods.

A large majority of the mothers who will be at all stirred by this circular are already using the dusty and specked foods which are purchased in the ordinary New York grocery store in bulk. The thinking public knows that if they purchase a pound of bulk goods it has been handled at least by the man in the store, and I am sure you will agree with me that in those shops in New York where bulk goods are sold so extensively more than one hand touches the food before it is put into the paper bag for the consumer.

In regard to dealers watching all the time to find out what the public wants, they do this as far as they can and make the most profit for themselves. The progressive grocer of to-day has adopted the package system, as it is a great saving of labor to him and he can handle much larger amounts in the same space. He does not want to go back to the bulk custom, and, if he did, all creation would not follow him.

I am a firm believer in package goods, but I believe in both a small package and what might be called a family size. For example, our Educator Wafers may be purchased by the consumer in bulk by the pound. They are also put out in packages at a price which covers the cost of the labor and container. In addition, we have a family-size can in which the wafers are packed and sold at the bulk price. There is a deposit for the can, which may be redeemed on the return of the empty can.

Educator Crackers were made to meet a need, and they meet the need to-day just as fully as they did thirty years ago, when my father, Dr. Johnson, made the first Educator, and it has been my intention that the consumer should have his crackers in any way that best suited his needs. They have been sold all these years both in bulk and in packages.

A pound of crackers in a paper bag, in my opinion, is not a desirable article of food to go into any household. Tin is the ideal



container, and, as we know, tin is expensive as compared with pasteboard or paper, but we do get something for that expenditure. There is no question about it.

I feel that this little stir which has been created in the metropolis is going to result in nothing but good. The housewife does not think enough. There is no question about that. Housekeeping is an art and should be considered just as much of a business as any form of work, but few women are fitted for this position, and it takes some of them many years to learn this great and mighty art—that of feeding and taking care of a family.

To my mind one of the principal reasons for the high cost of living to-day is the universal use of one of the staple articles of food—bread made from impoverished wheat.

Bread, the so-called "staff of life," is a mighty poor staff if measured by its nutritive value. Wheat contains fourteen of the elements necessary for the sustenance of human life and in almost identical proportions. Custom has robbed the wheat of those elements which all-wise Nature has stored there for the sustenance of man, and he must purchase other food to make up for that which he has already paid the miller to throw away.

### Identification Important, if Consumer is to Secure Good Quality

By Earnest Elmo Calkins

Of Calkins & Holden, New York

[EDITORIAL NOTE: The following letter was addressed to George W. Perkins, Chairman of Mayor Mitchell's Food Supply Committee.]

**I** APPRECIATE the efforts of your committee to reduce the cost of living to the people of this city, and I feel that there is a great deal of merit in the suggestions of this circular.

It seems only right to me, however, to point out that the primary idea of putting food in packages was not to make a larger profit on them, nor was it entirely, al-

though partly, to protect the food from contamination. A very large factor in this matter is the identification of the foods, and this identification is very important if the purchaser of food is to obtain good food for his money.

To illustrate my point I will pick out one item which you mention, as I happen to know a good deal about it. That item is vinegar.

You must know that there are a great many grades of vinegar made, and that the cheaper grades are inconceivably bad. Bulk vinegar (I am speaking now of cider vinegar) is made almost altogether from spent apples—that is, apples which have been pressed originally to produce cider. The fragments are again pressed and the product made into vinegar—not by the slow process of aging and mellowing, but by adding various chemicals and acids (frequently wood alcohol) to hasten the souring of the vinegar. This vinegar in bulk is drawn from the barrel into containers brought by the customers, or into empty whisky bottles, and sold. It is a raw, sour, unpleasant liquid, and bears no more resemblance to real, pure vinegar, properly aged and mellowed, than a whisky fresh from the still bears to a whisky ripened for ten years in wood.

A manufacturer who makes a cider vinegar from the first pressing of the apples, who matures it in wood from twelve to eighteen months and does everything to enhance his product and make it an appetizing and wholesome thing, finds when he sells this vinegar in bulk—that is, by the barrel—that the dealer takes the empty barrel, fills it with an inferior and much cheaper article and sells it under the name of the manufacturer of the good article.

This happens in every line of food manufactured. Only by selling the vinegar and other articles in containers which are filled at the factory and which go sealed and intact to the consumer can this be prevented.

The reason that such vinegar costs more than the bulk vinegar is not entirely due to the package, although, of course, the cost



of the package must be considered, but it is more largely due to the fact that it is a much better vinegar and is the only vinegar fit for human consumption.

## **Sells Both Bulk and Package Goods, but Bulk Demand is Waning**

By T. O. Asbury

Asst. Gen. Sales Agt., The Southern Cotton Oil Company, New York

**I** SHOULD say that unless there is a constant and determined effort on the part of this committee or someone else to get the public to thinking their way, it would be just as well to ignore the matter, otherwise it might be best for the manufacturers of trade-marked goods to do something.

We ourselves sell both bulk and package goods. The consumer can still get cottonseed oil shortening dished up to her out of a probably dirty tub into a more than likely dirty container if she wants it, but fortunately for ourselves and, I believe, for the consumers, fewer and fewer of them wish it each year.

## **Home-Preparation Cannot Equal Factory Processes**

By Truman A. DeWeese

Director of Publicity, The Shredded Wheat Company, Niagara Falls, N. Y.

**T**O attempt to prejudice the consuming public against package foods through the medium of the public schools is certainly going beyond the legitimate prerogatives of city government. The right of Mayor Mitchell's Committee on Food Supplies to injure or destroy any legitimate industry through the medium of public schools is certainly open to question. Package foods represent a long stride in the direction of pure food and away from the unsanitary methods of other days. A food that is packed in sealed, germ-proof packages is certainly cleaner, purer, and freer from dirt and the ordinary contamina-

tion incident to transit than the old style of bulk foods which were sold from barrels and boxes, which were frequently infested by mice and in which the store cat quite often reposed at night.

So much for the package feature which secures cleanliness and purity and sanitation. Now, as to the process of manufacture. It is not what we eat, but what we digest, that nourishes the human body. The digestibility of a food product depends largely upon the process of manufacture and how it is prepared for the human stomach. It is easy enough to tell the housewife that she can prepare cereals in her own home just as well as they can be prepared in a factory. The absurdity of this statement, however, will be quickly apparent to men who have any knowledge of the manufacturing business and who know something about the equipment that is required to prepare a cereal food in digestible form. It is not possible to equip the average kitchen with the appurtenances that will enable a housewife to prepare cereals in a sanitary and digestible form.

So far as our product is concerned, the circular does not touch us at any point. It is not possible to make Shredded Wheat Biscuit in any home. The virtue of our product is in the process which consists of steam-cooking, shredding and baking the whole wheat under conditions of perfect sanitation and cleanliness which do not obtain in the average kitchen. We claim that through this process the whole wheat grain, with all the rich, body-building material which it contains, is more thoroughly digestible in the human stomach and that every particle of the grain is converted into healthy tissue, bone and brain. Two of these biscuits with a little hot milk make a complete, perfect meal, supplying all the strength-giving material that is needed for a half day's work or study at a total cost of not over three or four cents. Being ready-cooked and ready to serve, the housewife wastes no time and no fuel in their prepara-



tion and is not required to invest in the machinery which makes this process possible.

Of course, the movement to educate poor people on the food value of cooked cereals, vegetables and fruits is a laudable one, and deserves encouragement and support. Instead of educating the public away from package goods, however, I think the time is coming when the public demand for cleanliness and purity will result in the enactment of laws forbidding the sale of such foods as cereals, crackers, peas and beans in bulk. The sale of such foods in bulk with all the dirt, disease germs and foreign material which they contain is fraught with grave danger to the public health.

## Public Will Not Go Back to Old-Time Habits

From B. Fischer & Co.

Importers of Tea, Coffee, Spice, Rice,  
New York

WE thank you for calling our attention to this circular, and, of course, we are not in accord with Mr. Perkins's or the committee's theory of the package-food situation. We, furthermore, do not believe that the public, unless a tremendous amount of pressure is brought to bear upon them, will go back to the old-time way of demanding foods in bulk in place of packages, and for that reason we do not think it is going to interfere with the sale of our goods.

Take, for instance, coffee. It is a recognized fact that in order to preserve the true flavor and freshness of coffee it should be packed in a hermetically sealed can. Of course, there is no denying the fact that an ordinary bulk coffee can be bought at lower prices, and this is a condition we think that will always exist.

In regard to rice, our goods, which are automatically packed, cost so little more for the covering that we honestly believe the public get a better rice, put up more attractively and conveniently, at the same price they would pay for an inferior article. How-

ever, there are many different grades of rice, and, while the retailer gets 10 cents per pound for Hotel Astor Rice, consumers will always be in a position to buy some sort of rice at four cents, five cents or eight cents per pound.

Some of the statements made on this circular are rather exaggerated; for instance, tapioca. "A package of tapioca contains twelve ounces and costs 10 cents." They have been too general in this respect, because we put out thousands of one-pound packages, and thus enable the retailer to deliver the consumer 16 ounces.

We can realize that the committee is naturally going to try and help the public reduce the cost of living in certain respects, and we must admit that cheaper kinds of foods can always be bought in bulk than in packages, therefore we cannot hope to entirely eliminate competition of this sort.

## Sacrificing the Quality of Tea to Save 20 Cents a Year

By W. A. W. Melville

Vice-President, Ridgways, Inc., New York

THE suggestion that the best quality of tea can be regularly sold by the grocery trade at 40 cents per pound is too absurd to receive serious consideration. The whole economic law of supply and demand has been cast to the winds, and a suggestion that will save the average individual about 20 cents a year is seized upon to help reduce the cost of living. It means sacrificing clean, pure tea, the quality of which is absolutely assured in the package, for bulk tea, the quality of which cannot be assured at the next purchase, unless the grocer has a full knowledge of blending; not to speak of the impaired strength and damage to the bulk tea through contamination with surrounding odors.

The public have appreciated the necessity of the package to provide them continuously with tea of the same quality. The intentions of the committee are undoubtedly of the best, but when



[illegible]

Also publishers of The Engineering and Mining Journal, Engineering News, American Machinist and Coal Age. All Members of A. B. C.



## Some Pertinent Facts

There are four leading 15 cent Women's Magazines.

PICTORIAL REVIEW was the first of these to become a member of the Audit Bureau of Circulations. Since then one other has joined.

Among the above Magazines, PICTORIAL REVIEW has had for over a year the second largest circulation—over 1,000,000 per month. The third and fourth Magazines have been far behind these figures.

Of course, business conditions last year were unfavorable. One of these Publications lost over 36,000 lines; another lost over 35,000 lines; another lost over 10,000 lines; PICTORIAL REVIEW lost but 1,621 lines.

At the present time three issues have been closed for this year. In January PICTORIAL REVIEW is second among these Magazines in volume of advertising. In February we are third. In March (from advance information) it looks like a tie for second place.

Recently Mr. John Willys, President of the Willys Overland Automobile Company, decided on a large campaign in the leading Women's Magazines. PICTORIAL REVIEW was the second one selected by him, and is the second to start the copy.

A few agents still argue that PICTORIAL REVIEW is not as old as one or two of the other Women's Magazines. "We admit our guilt," but Rip Van Winkle was pretty old and we are not sure that by sleeping for twenty years he was a better or a stronger man.

PICTORIAL REVIEW is 16 years old. It began its real progress seven or eight years ago. It has done very well for four or five years. It has been extremely successful for more than three years.

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There isn't any mysterious cause for the success of PICTORIAL REVIEW. Its circulation hasn't gone up from seventh place (seven years ago) to second place (today) because we have the best Circulation Department. It hasn't gone up from last place in volume of advertising carried to second or third place (today) because of its superior advertising department.

We do not make claims to having exclusive right to the use of good literature. We would dislike admitting that any other Women's Magazine is superior from a literary standpoint, because we know that the Editorial feature—started last Fall—of giving eight-page installments of the best Novels by leading writers, such as Sir Gilbert Parker, Maximilian Foster, Kathleen Norris, etc., is the biggest hit of any innovation in recent years by Women's Magazines.

In other words we claim only to give the same good quality in our magazine which we believe the other 15 cent Magazines are giving, except for one feature, which no other Magazine has or can give.

That feature is the PICTORIAL REVIEW Fashions, which are illustrated and described in PICTORIAL REVIEW, and which today are without question acknowledged to be the leading Patterns described or sold to the women of America (not to the ultra-fashionable of Fifth Avenue, but to those to whom most advertisers cater).

It is this great Fashion influence which has made it rather easy for PICTORIAL REVIEW to gain in circulation, so that today it has reached second place by a large margin.

**Pictorial Review**  
Over 1,000,000 Net Circulation Monthly

*Blue Bear* Inc.

NEW YORK

CHICAGO

DETROIT

BOSTON



four cups of tea cost only one cent, the committee could better afford to show the public how much more money they could save by drinking the least expensive beverage—tea—in the place of other beverages. It would amount to many times the 20 cents a year represented by the present suggestion.

We do not consider that the circular will have any effect on the sale of tea in packages.

### Committee's Statements Evidence of Insufficient Investigation

By E. Biardot

President, The Franco-American Food Company

**I** HAVE read with great astonishment the contents of the circular issued by the committee on Food Supply of New York City, and signed by Geo. D. Perkins, chairman.

My astonishment is caused by the seeming total ignorance on the part of Mr. Perkins of the stock of bulk goods, and the usual state of that stock in the grocery store in which the people, for whom the circular is evidently intended, do their purchasing.

How a citizen of New York can make the statement that "As a matter of fact, it is possible for your grocer to keep on hand, in bulk, exactly the same foods as the packages contain, and it is also possible for him to keep them in bulk in a perfectly sanitary manner, so that dust and dirt cannot reach them," passes my comprehension.

It is to be noticed that the statement above is based on a possibility and not on the actual state of things.

No doubt bulk goods can be bought cheaper (in most cases they are of inferior quality), but when we see canned peaches compared to evaporated peaches, canned apricots compared to dry apricots, canned peas compared to dry peas, I wonder how a campaign against package goods can be based on such assertions.

Do Mr. Perkins and his committee know how canned fruit and canned vegetables are prepared in the average reputable preserving factory? Do they know how bulk dried fruit are carried and kept? They evidently do not.

I do not mean to say that dried beans, dried peas or dried fruit cannot be advantageously used for certain purposes, but comparing them with vegetables and fruit which are cooked and preserved when fresh, seems to me preposterous.

When the advocates of bulk goods make the assertion that bulk crackers can be compared with crackers put up in tin or cartons, they evidently have not studied the subject from the point of view of taste and flavor—let alone the question of sanitary reasons which cannot be denied—and they have surely not looked into the stock in the stores of a number of average quality grocers.

You ask if such a campaign is apt to injure our trade and I answer that inasmuch as you cannot buy soup in bulk (at least I know of none which is sold that way and would be fit to eat) such a circular as the one I have read will not affect our sales. That is why I am at liberty to discuss openly the points mentioned above, without being accused of partiality.

### Extra Cost of Package Insures Quality

By William Seeman

Of Seeman Brothers (White Rose Tea), New York

**W**E do not think that this attack on package and advertised goods will have much effect, for it always has been pretty generally known that the consumer could buy most of these advertised and package goods in bulk for less money. The consumer, however, has been willing to pay the premium, where one is really exacted, in order to obtain goods of assured quality in a clean and sanitary condition.

(Continued on page 98)



# How Disputed Trade-Mark Cases Have Recently Been Decided

All Manufacturers Are Interested in These Rulings by the Courts

THE president of the B. V. D. Company is evidently adhering to the determination, announced in **PRINTERS' INK** some time since, to invoke all possible legal measures in an effort to restrain competing manufacturers or distributors of underwear who seek to make use of trade-marks consisting of detached letters—trade-marks which in the estimation of the officials of the B. V. D. Company are calculated to encourage deception or cause confusion in the minds of dealers and consumers. However, the B. V. D. Company has just lost out in the most notable case that it has taken to court in conformity with this policy.

In this instance it was Orylystis M. Potterf who aroused the opposition of the B. V. D. Company by his action in applying to the U. S. Patent Office for the registration of a device consisting of the letters "P. C. G." (supposedly significant of "perfect combination garments"), alleging that this design had been used in commerce between the States as a trade-mark for combination garments, shirts and drawers. When the application for trade-mark registration was granted to Potterf the B. V. D. Company promptly filed an "opposition," but the Commissioner of Patents did not allow this objection to stand, declaring that he could not sustain the contention that no one has the right to use three detached capital letters on this class of goods, inasmuch as such trade-marks are in use on many classes of goods.

The B. V. D. Company then carried the case to the Court of Appeals of the District of Columbia which has usually been the court of last resort for all trade-mark controversies, and put up what has been accounted a very strong case. The B. V. D. Company set forth that it was its information and belief that Potterf

is not a manufacturer of garments; does not employ any trade-marks; and is not the owner of any trade-mark but is merely engaged in licensing to others to make and sell a combination garment which he has patented. It was argued that it is such licensees and not the applicant for a trade-mark who make the specific garments and that these licensed manufacturers have their own trade-marks which in no wise conflict with that of the B. V. D. Company, but that these licensed manufacturers are obligated by their license contract with Potterf to mark the garments with the designation P. C. G.

## BASIS OF B. V. D.'S CONTENTION

In fact, the B. V. D. Company charged that the letters P. C. G. were selected simply because the B. V. D. trade-mark had achieved such enormous popularity, and because its competitor was desirous of imitating the B. V. D. trade-mark. Discussing the supposed injury to its interests should registration of the new mark be allowed, the B. V. D. Company declared that "garments marked P. C. G. give unscrupulous retailers opportunity and occasion to palm off merchandise so marked as for the genuine B. V. D. product, and that unscrupulous retailers throughout the United States frequently assert with respect to competitive practice that they are made by the same people who make B. V. D. goods and that such retailers dealing in P. C. G. garments will thus be enabled to make such statements more plausible by saying that these garments are B. V. D. goods bearing their 'perfect combination garments' label. That P. C. G. not being applicant's trade-mark is a mere trick and device and part of an unlawful scheme of unfair competition; that the said letters do not indicate origin or ownership but



obscure the origin so as to make garments marketed therewith capable of substitution for the genuine B. V. D. goods."

Despite this logic the court decided against the B. V. D. Company. The opposing side claimed that P. C. G. does not so closely resemble B. V. D. as to cause confusion in the mind of the public or deceive purchasers and the Court of Appeals in sustaining the opinion of the Commissioner of Patents, says: "The Commissioner was clearly right. There is no such similarity between the trade-mark of the applicant and that of the opposer which is likely to produce any confusion in the trade. The opposer has not shown that he would sustain any possible damage by the registration of the trade-mark."

#### PROTECTION GRANTED BECAUSE OF PRIOR USE OF NAME

The Simplex Electric Heating Company has been awarded full measure of protection for its trade-mark "Simplex", in another important opinion just handed down in the Court of Appeals. In this instance the decision of the Commissioner of Patents was reversed. The Gold Car Heating and Lighting Company had applied for the registration of the word "Simplex" as a trade-mark for thermostatic steam traps, and the Simplex Electric Heating Company protested against the granting of the application, asserting long prior use of the word as a mark for goods of the same descriptive properties. It was pointed out that the Gold Car company sells both steam and electric apparatus—is, in effect, a competitor of the Simplex company—and that the use of this mark by the Gold Car company would deceive purchasers and cause confusion in the trade. The Commissioner of Patents was disposed to allow both firms to use the word, but the Court of Appeals declares that "the word Simplex is appellant's general trade-mark for its electrical and steam apparatus" and grants it exclusive rights to the word in this field.

Advertisers in general may find comfort in one paragraph of the opinion of the court which reads as follows: "Appellee should not in justice be permitted, by the adoption and use of this mark, to invade the present field of applicant, or the domain to which it may legitimately extend the use of its mark. Appellee knew of the general use of the mark by the appellant, and it should have advised itself fully before appropriating the mark. It is hard, even in the absence of evidence to the contrary, to attribute good faith to one who knowingly appropriates the mark of another to be used upon the same general class of goods."

#### ENAMEL PAINT MAY USE NAME "ROOKWOOD"

"Rookwood," used as a trade-mark, was the bone of contention in a third notable case in which the Court of Appeals has just handed down an opinion—this time affirming the decision of the Commissioner of Patents. The Rookwood Pottery Company, of Cincinnati, as appellant, sought to prevent the registration for the appellee, the A. Wilhelm Company, of the word "Rookwood" as a trade-mark for enamel paint. The Rookwood company set forth that when in 1880 it adopted "Rookwood" to designate its pottery the word had not theretofore been used by anyone as a trade-mark, but its main contention against the Wilhelm company was based on the fact that the pottery company gives its products a covering or enameling or glazing. It was suggested that the use of the word Rookwood by another upon an enamel or similar goods would tend to deceive the public as to the origin of the goods and would lead the public to believe that by using the enamel it could obtain the characteristic quality of the Rookwood ware.

The Wilhelm company in reply challenged the likelihood of the mark when used on the respective goods of the contending parties to cause confusion in trade, and the court in deciding against the Rookwood company held that:



"The contention of the appellant would have force if it applied the trade-mark to the enamel used in producing the glazed finish on its ware, but it is applied to pottery. The statute limits the prohibition of the use of similar marks to their use on articles of merchandise of the same descriptive properties. While it is true that enamel is an element used in manufacturing the product of appellant yet the completed article is of a nature manifestly different from the enamel used. They cannot be applied to the same general use. We have no difficulty in agreeing with the Commissioner of Patents that the paint of appellee and the pottery ware of appellant are not merchandise of the same descriptive properties."

In deciding this case the Court of Appeals all but went out of its way to announce a broad principle of protection with respect to the ownership of trade-marks in general. The opinion says: "It may be suggested that the criti-

cism of counsel for appellee that appellant's notice is subject to dismissal because it does not allege that confusion has actually occurred as a result of the use of the mark by the respective parties is without merit. The statute is prospective, in that it forbids the registration of a mark which is *likely* to create confusion in the public mind, or is *likely* to deceive purchasers. It is not necessary that actual confusion be shown; the mere probability of confusion is sufficient. This appeal, however, is disposed of upon the ground alone that the merchandise of the respective parties on which the mark is used do not possess the same descriptive properties."

#### DISTINCTION FINELY DRAWN

That greater liberality in passing upon trade-mark questions is possible under the present trade-mark law—that is, the act of 1905—than under the former law—the act of 1881—is indicated in a de-

**The  
George L. Dyer Company  
42 Broadway  
New York**



**Newspaper, Magazine  
and Street Car Advertising**

**Publicity and Merchandising Counsel**



cision lately handed down by the office of the Commissioner of Patents and which allows the registration of "Old Mission" as a trade-mark for beer—a mark which the Examiner of Trade-Marks had declined to accept because of the prior registration of "Mission" as a mark for the product of another concern. Students of trade-mark practice may be somewhat surprised by this decision, particularly inasmuch as the Patent Office has declared that "Comfort" and "Home Comfort" are too nearly alike to secure registration; has held that "Hermitage" is too close to "Golden Hermitage" and has objected to "Chancellor Club" as too closely like "Club." The reviewing authority indicates that in the present case if the marks were identical "Mission" and "Old Mission" could not be allowed, but not only is there some difference between the marks but the goods have points of dissimilarity, one product being a beer designed for sale in saloons, whereas the other is a malt tonic to be sold in drug stores. However, the factor that really made for liberality in this current decision is disclosed in the admission of Assistant Commissioner of Patents Newton that it is no longer necessary to be so strict as formerly in such matters owing to the fact that the present trade-mark statute gives the owner of a trade-mark the right of cancellation of an interfering mark. In other words the Patent Office now takes the position that it can afford to be liberal in such matters until somebody protests.

#### TIRE MARKINGS DEEMED DISTINCTIVE

The Goodyear Tire & Rubber Company and the Republic Rubber Company were recently parties to a debate before the Patent Office as to whether the blue stripe running around the outer surface of "Blue Streak" automobile tires encroaches upon a mark consisting of a black stripe disposed around the inner tube of a tire. The Assistant Commissioner of Patents on appeal overruled the Examiner of Trade-Marks and

declared that no confusion would arise between the two marks. The same arbiter decided that "Pep" as a prefix for indigestion remedies is something to which nobody has an exclusive right, and consequently he sanctioned "Pep-a-mo" although "Pepana" had already been registered for the same class of goods. Prior registration of "Purifine" as a trade-mark for a blood purifier did not stop the acceptance of "Purifex" for similar goods when it was shown that the owner of the first-mentioned mark had gone out of business and the opposition of the National Candy Company to the registration of "Pan-American" by Powell's for candy was unavailing, although the National company is using "Pan" as its trade-mark.

The Eastman Kodak Company has been unsuccessful in preventing the registration of the word "Kok" as a mark for kinematographic apparatus. The French concern, which made application, made the ingenious claim that it had long used the representation of a fighting cock as a trade-mark and that "Kok" is merely the phonetic spelling of the French "*coq*" for "cock." The application was allowed partly on the score of the difference in marks and partly because the marks were held to be used on goods different in character.

#### WORD TERMINATION "OLA" NOT PROPERTY OF COMPANY

The Aeolian Company, owner of the trade-mark "Pianola," made every effort to prevent the granting of registration to the Otto Higel Company for the trade-mark "Metalnola," but its objections were without avail. The Aeolian Company urged that it has made the termination "ola" typical of an entire series of marks which it has registered and that the public is prone to associate any mark ending with that syllable with the goods produced by the makers of the Pianola. However, the Commissioner of Patents pointed out that words containing this syllable have been registered for other parties and this circumstance, taken in con-



Billy Sunday read "Saleratus Smith," by Ceylon Hollingsworth, then wrote:

"I came home last night from the Tabernacle dripping wet from perspiration, plunged into a bath, took a rub down—then read the proof sheets of that intensely interesting story of 'Saleratus Smith,' the bad nigger who got religion.

"The story is full of human interest, not overdrawn; for I have known many incidents similar to 'Saleratus Smith's' experience. It surely has the punch.

"I am not surprised that it brought home the bacon of \$1,000 to the author.

"Yours truly,  
(Signed) "William A. Sunday."

This fine American story won the second prize in Collier's \$9,500 short-story contest. It will appear in the February 20th issue and typifies the stories that are steadily increasing the reader interest and advertising value of

**Collier's** <sup>5¢ a copy</sup>  
THE NATIONAL WEEKLY

Chicago

NEW YORK

Boston

A. C. G. Hammesfahr, Adv. Mgr.

**COLLIER'S CIRCULATION**  
ISSUE of JANUARY 16TH

Press Run.....	841,900
Gross .....	841,240
Net .....	829,542
Net Paid.....	820,012

Member A. B. C. and Quoin Club

In "Von Hindenburg of the Lakes," Norman Draper shows how the old warrior drove the Russians into the Mazurian Lakes. In the Feb. 13th issue.



# STELAD SIGNS

**L**ARGE and successful Financial Institutions insist upon dignity in their advertising. The Home Insurance Company of New York would never consent to employ anything cheap or commonplace to make their well-known name still better known.



This Company uses **STELAD SIGNS** actually reproducing Circassian walnut background with inlaid letters. This sign is twenty-two inches long and sixteen wide.

**Passaic Metal Ware Company**  
 Passaic, N.J.    New York    Chicago    St. Louis    Boston



junction with what he construed to be the wide difference between the words, both in sound and in suggestive meaning, impelled him to grant registration to the proffered mark.

#### NO APPEAL TO COURTS FROM PATENT COMMISSIONER'S DECISION

Advertisers whose trade-marks are rejected, unwarrantably as they believe, by the U. S. Commissioner of Patents may, in many instances, secure redress in the courts, but there is no such recourse open in the case of labels which have been refused copyright entry at the Patent Office. This is the moral to be drawn from the outcome of a spirited fight just made by the Lincoln Highway Association, an organization in which the Packard Motor Car Company and other national advertisers are deeply interested. The Lincoln Highway Association desired to copyright as a label its insignia consisting of a tri-colored strip bearing the inscription "Lincoln Highway." The Commissioner of Patents refused to accept this on the ground that a highway is not an article of manufacture. The case was taken to the Supreme Court of the District of Columbia, but that tribunal declined to compel the Patent Commissioner to register the label that had been devised by Henry B. Joy, and in its opinion laid stress upon the fact that the label does not describe the highway and that there is doubt whether the label can be applied or attached to such an article.

Finally, the Court of Appeals was called upon to pass upon the controversy and has disclaimed authority to interfere in an opinion which embodies a significant expression as follows: "No appeal is provided from a decision of the Commissioner of Patents refusing to register a label. It may well be that the Commissioner erred in his opinion but we are powerless in this proceeding to review his decision."

The Barrett Manufacturing Company has secured registration of "Blue Label" as a trade-mark for papers, felts and composite

fabrics for roofing, etc., by disclaiming the exclusive right to the use of a blue label and basing its claim upon the words alone. In this case, as in a number of others, the Patent Office declined to grant to any one concern the exclusive right to the use of a certain color for labels, but when the Barrett company so amended its petition as to seek protection for the words "Blue Label" and not the words in conjunction with the color scheme the application was granted.

#### MISCELLANEOUS DECISIONS

Eberhard Faber has been told officially at the Patent Office that "Magazine" is accounted descriptive when applied to lead and colored pencils, because this word is used in many patents to indicate pencils with a container for holding lead. However, he was informed that the word would not be accounted descriptive if applied to erasers, crayons, pen and pencil clips, etc. Richard Hudnut was granted registration for the word "Marvelous" as a mark for cold cream and nail polish on the theory that there is nothing about cold cream to excite astonishment, hence, as applied to this preparation the word has no meaning.

The manufacturers of Coca-Cola will have to make protest if the Patent Office is not to grant registration to "Chero Cola." Subordinates in the Trade-Mark Division were for rejecting the application on the ground that the word is not sufficiently distinguishable from the name of the widely advertised product, but the reviewing authority held that inasmuch as the mark has been in use three years and there is no similarity in the label, Chero Cola will pass muster unless it is opposed. The Vesta Corset Company cited the prior registration of "American Lady" as reason for granting an application for the registration of "Parisian Lady" as a mark for corsets, but the similarity in meaning between "Parisian Lady" and "Parisienne," which had already been accepted, induced a refusal.

The Ford Motor Car Company



has taken action to prevent the registration for the Mansfield Tire and Rubber Company of the word "Ford" for rubber auto tires. The officials of the Trade-Mark Division were inclined to hold that automobiles have not the same descriptive properties as tires, but the Commissioner of Patents on appeal is inclined to deem it an open question whether tires are not parts of automobiles and the Ford company has, of course, long since registered the name "Ford" for automobiles and parts thereof. The Sherwin-Williams Company has made a renewed effort without success to secure the registration of "Bras-Brite" as a mark for metal polish. John H. Woodbury and John H. Woodbury, Dermatological Institute, have recently been in conflict before the Patent Office with respect to the registration of the name "Woodbury's," but it was allowed as a trade-mark for skin lotions when it was shown that it has been used on this class of goods for such length of time as to warrant its registration under what is known as the ten-year clause.

### Willys-Overland Sells Motor Truck Business

The Willys-Overland Company, manufacturing Willys utilities, and its subsidiary, the Garford Company, manufacturing Garford motor trucks, have disposed of their motor-truck business and will henceforth confine themselves to the manufacture of passenger cars only.

The purchaser is the Gramm Motor Truck Company, heretofore also a subsidiary of the Willys-Overland Company, but a controlling interest in which has been sold to Geiger-Jones interests of Canton. The capital stock of the Gramm Motor Truck Company is \$750,000 common stock, and \$489,000 preferred; the Willys-Overland Company owned \$518,500 common stock.—*Boston News Bureau.*

### Chapman With "Field Illustrated"

Edwin H. Chapman, of the Curtis Publishing Company, has become advertising director of *The Field Illustrated*, published by the Advanced Agricultural Publishing Company, New York. He has been connected with the *Country Gentleman*, under the Tucker and now the Curtis ownerships, for about fifteen years.

### Gauss Goes From Leslie-Judge to Sterling Gum

Frank L. E. Gauss, for the past year and a half general manager of the Leslie-Judge Company, has resigned, effective February 15, to become vice-president and sales manager of the Sterling Gum Company, a \$6,000,000 corporation backed by American Tobacco principals. In his new position Mr. Gauss will have complete charge of sales and advertising.

Mr. Gauss, in severing his eight and one-half year's publishing connection, begins his twenty-fourth year in merchandising work. For twenty-three years prior to his connection with *McClure's* he was exclusively a salesman or sales manager of merchandise, traveling or directing sales in practically every part of the United States. His principal connections were Chicago Wholesale Drug Houses—The Searle & Hereth Company, Chicago, which he served as secretary and sales manager, and Eli Lilly & Co., Indianapolis, as Western manager.

Shortly after coming to *McClure's* in 1906 Mr. Gauss became circulation manager, a position which he held until he became advertising manager of *The Housekeeper*, of Minneapolis. When Collier & Nast purchased this property in 1911, Mr. Gauss joined the *Collier's* staff as Philadelphia and Southern representative. In 1913 he left to become general manager of the Leslie-Judge Company.

In the management of the advertising department of *Leslie's* and *Judge*, to which Mr. Gauss has devoted much of his attention while with the Leslie-Judge Company, he is succeeded by Luther D. Fernald as advertising manager. Mr. Fernald has been Eastern manager of Leslie-Judge since September, coming from the Western staff of *Collier's*, to which, like Mr. Gauss, he had come from *The Housekeeper*. He had been associated with Mr. Gauss as a Western representative and later as New York manager of *The Housekeeper*.

Prior to first joining Mr. Gauss's staff, Mr. Fernald was for two years manager of the promotion department of Selz, Schwab & Co., the Chicago shoe manufacturers. Previous to that he was for a number of years in reportorial and editorial work on various metropolitan papers.

### In Charge of Warren's Featherbone Advertising

Hans Petersen, who has been in charge of a section of the advertising and cataloguing of Butler Bros., Chicago, has become advertising manager for the Warren Featherbone Company, Three Oaks, Mich.

### W. L. Johnson's New Connection

Walter L. Johnson, for the past few years with Street & Finney, Inc., New York, has resigned to go with the Cheltenham Advertising Company.



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Telling how TOWN & COUNTRY  
mixes type, plates, ink and brains  
to make four-color covers de luxe.

TOWN & COUNTRY'S four-color work is the inevitable  
complement to a magazine of its sumptuous character.

Firms like Egyptian Dieties, Rauch & Lang Carriage Co., Cluett, Peabody & Co., Inc., Stevens-Duryea, Fatima, Packard Motor Car Co., Firestone Tire & Rubber Co., Bull Durham, Hamburg-American Line, Pall Mall, Pierce Arrow Motor Car Co., Baker Motor Vehicle Co., Coldwell Lawn Mower, L. E. Waterman Co., Murad, Globe-Wernicke Co., Peerless Motor Car Co., Republic Rubber Co., and Columbia Graphophone Co., when they want to give a campaign a note of exceptional distinction, utilize the cover facilities of TOWN & COUNTRY.

#### COVER RATES

Back Cover (three-process colors and black)	. \$375.00
Second and Third Covers (three-process colors and black)	. \$300.00

Third covers face two columns of reading

# TOWN & COUNTRY

389 Fifth Avenue, New York

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*Arts and Decoration*  
*Number of*

# Town & Country



## THE INK MAKER

**T**O some publishers a drop of ink is—a drop of ink. To the publishers of TOWN & COUNTRY a drop of ink is the vitalizing link between a beautiful painting and the eye of the reader.

EAGLE PRINTING INK CO.

24 Cliff Street

New York





# ARROW SHIRTS

**Q**UEN WHO CARE ABOUT THE LITTLE DISTINC-  
TIONS IN DRESS WHICH DENOTE THE  
RIGHT THING, FAVOR THE STIFF LAUN-  
DERED SHIRT CUFF FOR EVERY OCCASION. ASIDE  
FROM TRAVELING AND SPORTS, ARROW STIFF  
CUFF SHIRTS AFFORD A QUALITY LINKED TO  
SUCH GOOD STYLE THAT IT WILL PAY YOU TO  
ASK FOR THAT LABEL

\$1.50, \$2.00, \$2.50 and higher

CLUETT, PEABODY & CO. Inc.

MAKERS

TROY, N. Y.

## THE PLATE MAKER

**I**N color work mechanical technique becomes a creative craft. Ask us why  
we are proud of our TOWN & COUNTRY colorplates and we will tell  
you it is because we know they are made to be seen by the most discrimin-  
ating readers in this country.

**COLORPLATE ENGRAVING COMPANY**

311 West 43d Street

New York



# THE PRINTER

In a workaday routine of most printshops a surprising amount of work runs through on a dead level of mediocrity. It pays the rent, they will tell you.

When we were selected to print TOWN & COUNTRY we knew it was because we had ideals above the bread-and-butter school of printing.

Having the courage to make a right and proper estimate in the first place; having the equipment and the honesty to carry out any program faithfully; and having the imagination to add that elusive quality that marks the difference between average and exceptional printing—these we believe to be the qualities of a good printer.

BLANCHARD PRESS  
418 West 25th Street New York



## Winning Back a Lost Foothold

A Special Model Shoe Used by Manufacturer in Quickly Planned Attack on Shrewd Competition—The Outline of the Whole Special Campaign—A Letter That Was a Winner

By R. Winston Harvey

Adv. Mgr., The Craddock-Terry Company ("Long Wear Shoes"), Lynchburg, Va.

NO one ever dared to think that, with our bang-up line of heavy shoes, we were "asleep at the switch," but the bomb was exploded when one of our salesmen (salesmen are natural-born bomb-exploders) landed in the office of the sales manager one day with a howl: his competitor had succeeded in selling one of his pet accounts, and it looked as though this brag customer was gone for keeps.

"Why," said Gilmer—that's the salesman—"Blank & Co. sneaked a case of shoes into my customer's store on consignment, then they went to work and flooded the country with advertising that sold, not only that case of shoes, but a good many other cases, and now Mr. Merchant is thinking of putting in Blank & Co.'s line and throwing ours out."

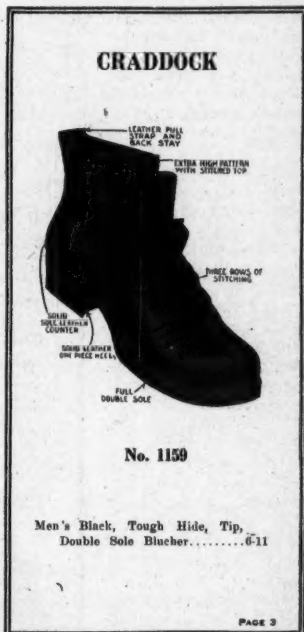
Our sales manager got on the job with his usual vigor and thoroughness, and discovered that the tale as told by Gilmer, while related in the heat of his excitement, was somewhat exaggerated, was in the main true, not only in Gilmer's territory, but in other sections as well.

### COMPETITOR STEALS A TRICK

Analysis of the situation showed: 1. That Blank & Co., in order to break into our territory, had cooked up a neat and telling little scheme, and that by featuring one particular shoe, advertising it to the consumer and selling it for the dealer, the result was automatic—the dealer couldn't see anything but "sales"—he didn't look beyond his nose—and assumed that every shoe that Blank

& Co. made would sell as quickly as that feature shoe. Neither did Mr. Merchant linger to consider the time it took to get goods from Blank & Co. and the extra freight rates as against Lynchburg—he swallowed the hook, cork and line and was snapping at the pole.

2. That Blank & Co. were giving in that feature shoe unusual values, and were hammering upon



"NO. 1159" WAS THE RALLYING CRY OF THE COUNTER ATTACK

the most susceptible class of people—the farmers.

3. That Craddock-Terry Company had no one shoe in its line at that time at a price which could be used to successfully combat the shoe Blank & Co. were using in their campaign.

4. That if we were to check the onslaught of Blank & Co., immediate action was imperative.

All of this happened about mid-year, 1913, and it required quick



performance to have everything in readiness for the salesmen's semi-annual convention to be held the last week in August—but it was done, and while quickly done, it was well done.

The first step in this campaign was the problem of constructing a shoe that would measure up in both looks and wear to the feature shoe of Blank & Co., and, by the way, this was a comparatively easy matter—the chief obstacle confronting us was the evolution of a plan that would enable us to overcome the lead Blank & Co. had already gained.

#### THE CAMPAIGN

We decided to approach the situation from three angles. First, direct to the merchants, and through them to the consumers; second, direct to the consumers through the use of farm-paper copy and mailing lists from merchants; third, through the salesmen.

In addition to the farm papers used, the material which constituted this campaign consisted of: 1. A series of three sales letters to dealers. In case of a reply to letter No. 1, Nos. 2 and 3 were, of course, omitted, but in the event of no reply after sending out the series the records were closed. 2. A letter (which was designated as letter No. 4) which was sent in reply to all interested inquiries emanating from letters Nos. 1, 2 or 3. In the event of a negative reply to letters Nos. 1, 2 or 3, the case was handled upon its merits. 3. A consumer booklet featuring this special shoe, but carrying other shoes as well. This booklet bore the dealer's imprint, and was accompanied by a letter, which was designated as letter

No. 5. 4. A cut sample of the shoe itself, which was sent out to all interested inquiries, a Government post-card being enclosed with letters Nos. 1, 2 and 3 for ready and convenient use by the merchants in ordering this cut sample. 5. A special order blank, keyed for results.

The necessary paraphernalia ready, the first gun fired was at the salesmen, getting them warmed up to the proposition, which was easily accomplished, as practically all of them had, in some measure, felt the competition of Blank & Co., and eagerly welcomed a weapon with which to fight that particular line.

But, before I get ahead of my story, let me state that the shoe of which we were expecting such big things was known as "The Craddock, No. 1,159," but as the campaign waged the name "Craddock" gradually became extinct, and the shoe was called "No. 1,159"—that seemed to be a number to conjure with, and, while not selected with any special motive in view, the number (1,159) has, in my judgment, played an important part in this campaign.

After the campaign was explained in detail to the salesmen in convention, each man was presented with a book explaining the farm-paper publicity. These

books were marked "For the salesmen's personal use." The effect of this marking was evident from the jump—the men clung to those books—they took hold of the proposition with a bulldog grip, and after they left for their respective territories almost every order showed substantial indications that the men were talking No. 1,159—and talking it strong.



TYPE OF FARM PAPER COPY



We launched our campaign to the dealers by telling them that we realized the necessity for a good, substantial, yet cheap, work shoe, and in order to meet this demand we had constructed a special shoe—No. 1,159—which carried more actual value, and was sold on a closer margin than any shoe in our entire line. We impressed them with the fact that these shoes would be carried in large quantities and all sizes on the floor, which meant their orders would always be filled promptly. We told them of the quick transportation service out of Lynchburg, and of the saving in freight rates they would make by buying from this market—but not one single time did we even gently hint that we had any competition. No, sir! Our object was to sell No. 1,159, and we sold 'em!

We didn't ask, or even expect, the dealers to sit down and send us orders right off the bat, but we suggested that they investigate by writing for a cut sample (which was taken from stock) of No. 1,159, and thus get some concrete idea of the shoe before they stocked it. And in the event of an order, the merchant was permitted to retain this cut sample of No. 1,159 to show the trade.

We told the dealers about the farm-paper advertising we had started—sent them copies of the ads, etc.—and agreed further to send a letter to a list of farmers, together with a booklet over the merchant's signature, if Mr. Merchant would send in this list with his order, no limit being placed upon the number of names to be furnished. In some instances where Blank & Co. had gotten in pretty strong we enclosed with the

consumer letter, in addition to the illustrated booklet, a swatch of leather taken from No. 1,159.

In this campaign we used these Southern farm papers: *Southern Planter*, *Southern Ruralist*, *Southern Cultivator*, *Southern Agriculturist*, *Southern Farming*, *Progressive Farmer* and *Inland Farmer*. We used in the campaign about six over 10,000 consumer booklets and letters, and found a very small percentage of merchants to whom it was necessary to send dealer letter No. 3, and a still smaller percentage who were not interested at all.

While this proposition was carried and pushed by all the salesmen, the direct-to-dealer campaign was only conducted in special territories where Blank & Co. had been the most successful, these territories in each instance being designated by the salesmen.

Also note that, while No. 1,159 was the feature of the campaign, all literature, farm-paper ads, etc., were prepared with illustrations of other numbers in our heavy goods line as well, with the view of stimulating the sales on our entire line of men's and women's heavy shoes. This proved a wise step.

While the farm-paper advertising was straight, general publicity, yet it produced a great number of consumer inquiries, which were handled in the usual manner—referring the consumer to our dealer, writing the dealer, also the salesman. On inquiries coming from towns in which we had no dealers, we picked out the best-rated merchant in such towns, sent him a catalogue, told him of the inquiry, referred it to the salesman, and also had the consumer

**The More You See of This Shoe the Better You Like IT!**

**LONG WEAR SHOES**

**Craddock-Terry Company**  
Lynchburg, Va.

**LONG WEAR SHOES**

ANOTHER APPEAL TO  
RURAL BUYERS



making inquiry call upon that merchant and make his selection from the catalogue which we had supplied the dealer. This is another feature of this campaign which proved itself worth while.

We sold, as a result of this campaign, during the past twelve months, 1,453 dozen pairs of No. 1,159 alone, and increased our sales on this class of shoe something over 99 per cent over the same period prior to the establishment of this campaign.

We have reclaimed our lost ground and still push our heavy goods, but more as a general line proposition, but old "1,159" is still on the job as a number to con-jure with.

As the campaign progressed the strength or weakness of it at this point or that was revealed. Of the series of three letters to dealers, number one proved disappointing. I attribute the surprisingly small number of inquiries to its featureless quality—there was nothing to make it stand out above the usual circular letter.

But letter number two—well, that did prove a winner. Here it is:

THIS IS TO REMIND YOU that about ten days ago we sent you a letter and booklet describing our line of Work Shoes—and that although we solicited a reply and enclosed a card for that purpose—we haven't had the pleasure of hearing from you.

AN ENTERING WEDGE TO A BIGGER BUSINESS AND BETTER SATISFIED CUSTOMERS

We know that you want more business—we know you want to give your trade 100 per cent value for every dollar they spend with you—but don't put it off—make the start right now by looking up the booklet sent with our other letter and order some of our No. 1159—positively the best Work Shoe for the money on the American market—AND WE GUARANTEE IT!

THIS SWATCH IS CUT FROM THE LEATHER THAT GOES INTO OUR NO. 1159—BUY THEM ON OUR GUARANTEE!

This swatch gives you an idea of the quality and texture of the leather that goes into No. 1159—examine it carefully—then use the enclosed order blank and give this shoe a chance to make money for you. Don't forget that with an order for 12 pairs of No. 1159 we will write a letter to 25 of your customers, telling them that you have these shoes for sale, and sending them one of the Work Shoe booklets, without prices. With an order for 24 pairs, we will write 50 customers—36 pairs, 75 customers, etc. SEND YOUR NAMES WITH ORDER, AND BE SURE TO MAIL IT TO-DAY!

IF YOU CAN'T TAKE OUR WORD FOR IT sign the enclosed card and mail it—we will send you by return parcels post a cut shoe of No. 1159, showing the sole, the vamp, the upper, the counter, the lining and, in fact, every part of the shoe—and we leave it with you as to whether or not you can duplicate this shoe from any other manufacturer for anything like \$2.40 per pair.

WE ASK AS A SPECIAL FAVOR

that you not lay this letter aside until you have either sent in your order, or filled out the enclosed card and mailed it, as this is a matter that is truly worthy of your immediate attention, and we are hoping for a prompt and favorable reply by return mail.

Yours very truly,  
CRADDOCK-TERRY CO.

This letter was sent out about 10 days after letter number one, and aside from producing a highly satisfactory return of the cards enclosed requesting a cut sample of No. 1159 we converted about 90 per cent of these inquiries into orders. I don't believe it was so much the letter itself, but you will see how we attached a swatch of leather and made it part and parcel of this particular communication. This is unusual in a circular letter, and this leather swatch drove home our message in a manner that I am convinced a circular letter could not have done—it showed the merchandise itself.

### Orange Judd Company Advertisises Advertising

Full-page advertisements are being used by the Orange Judd Company in 20 large dailies located in various cities. The cost of the campaign will be \$6,000. The space is being used to give publicity to an advertising order for 84 pages given by the Oakland Motor Car Company. These page advertisements will appear in the publications of the Orange Judd Company and its associate companies, the Phelps Publishing Company and the Bushnell Company, prior to November, 1915.

### Seested to Represent Brooklyn "Citizen"

Charles Seested, special newspaper representative in New York, has been placed in charge of the foreign advertising of the Brooklyn *Citizen* in the territory east of Pittsburgh.

### Nichols-Finn Will Advertise Wizard Mops

The account of the Wizard Products Company, makers of Wizard mops, etc., is now being handled by the Nichols-Finn Advertising Company.



## *AN ADVERTISING TRADE-NAME*



HISTORICALLY as well as essentially, the units of The Butterick Trio are separate and distinct.

THE DESIGNER has been issued for twenty-seven years; THE WOMAN'S MAGAZINE for seventeen years; and THE DELINEATOR for almost fifty years.

Dealers throughout the country know the three magazines individually. Each is recognized and valued as a definite consumer influence. No consumer, no reader, and few merchants know the three publications as



The Butterick Trio; or connect the three magazines in any way.

"The Butterick Trio" is a convenient phrase created and used by advertising men for greater facility in referring collectively to these three publications.

THE DESIGNER, THE WOMAN'S MAGAZINE, and THE DELINEATOR have each their distinct, independent and competitive editorial force. The officers of each are different. As a result each magazine has its own clear-cut personality.

YET THE PUBLICATIONS ARE SO SIMILAR IN THEIR SERVICE, THAT THERE IS DUPLICATION OF LESS THAN 2% IN THE TOTAL TRIO CIRCULATION.

Effort has been made to discover a special DESIGNER type of reader, a special type for THE WOMAN'S MAGAZINE, and for THE DELINEATOR. Analyses have been made of the subscription lists.

THE DESIGNER sells for 75 cents a year, THE DELINEATOR for \$1.50. Yet some tests have indicated that DESIGNER readers in a certain community are wealthier than those



who pay twice as much for THE DELINEATOR. Though THE WOMAN'S MAGAZINE is smaller in bulk than THE DELINEATOR, yet many women, regardless of price, will prefer the personality and condensation of the smaller publication.

Such analyses prove that the subtle distinctions in taste, shown by the individual appeal of the three magazines, are without commercial significance.

This individual appeal explains the existence of three publications instead of one. Their common ideal of practical service, their common commercial status, the common quality of their value to the advertiser, makes their grouping as "The Butterick Trio" entirely logical.

To buyers of advertising space this is their greatest common factor.

### *The Butterick Publishing Company*

BUTTERICK BUILDING · NEW YORK CITY

NEW YORK

CHICAGO

BOSTON

ATLANTA

ST. LOUIS

SAN FRANCISCO

WINNIPEG

TORONTO

LONDON

PARIS

BERLIN



# Some Letters That Have Proved Winners

Selected from an Advertising Man's "Scrap-book of Inspiration"

By W. B. Swann

"WHEN I can't get into the right swing in the letter I am writing," said a successful sales manager, "when my letter sounds forced and stilted—when I can't seem to drive the argument home with a snap—I get out my 'Scrapbook of Inspiration.' This is nothing more nor less than a collection of letters, some of them written by me, more of them written by somebody else, but all of them letters which, to my mind, ring the bell. I never remember having failed to get a timely help at the hour of need from this book. To me it is beyond price."

The letters that follow in this article are from the writer's personal "Inspiration File," and are quoted in the belief that they will be found helpful by others.

## THE LETTER THAT LANDED GOOD SALES AGENTS

The first and foremost problem of most concerns selling through agents is to get *good* agents. The letter that follows was one of the most successful used by a successful house of this nature:

"I can't for the life of me think what could have been omitted from those other two letters to you about—

"Something *must* have been omitted—something that is troubling you—some doubt—some skepticism—some little hitch that is delaying you—something that had it been covered by my letter would have paved the way to easy profits for you and another enjoyable business relationship for us.

"Won't you write a line to me personally—tell me candidly and frankly just what is holding you back?

"Our line is so full of possibilities that it is hard to do it justice, yet describe it so that people will *believe*.

"I only wish that you could sit

here with me at my desk and run over some of the letters that come in with every mail.

"They come from customers and from agents—from those who have been on our books one year—and from those who have been on our books for ten years.

"But they all tell the *same* story—and that story is of unequalled satisfaction where—is worn—of quick and easy sales—of a demand that is unsatisfied—where people would rather buy at their door than bother to order by mail.

"There is a demand right in *your* community—in *every* community.

"Don't you want to satisfy this demand?

"We try to do things in a way to satisfy everyone. We can only satisfy everyone by beginning with the individual.

"We can't satisfy you until we have heard from you. Will you co-operate by letting me have a few lines from you by return mail?"

## THE LETTER THAT TALKED WHOLE-SOME ENVIRONMENT

Here is a letter quite different from the usual selling letter, yet it produced results probably in excess of that which any direct-selling letter could have produced. It is just another application of the old principle of selling that which an article accomplishes in the way of results rather than the bare article itself.

The letter ran this way:

"Here is a true tale of two factory owners. We'll call them A and B. Both operate large mills—both use practically the same grade of materials, have similar equipment, pay their workmen the same scale of wages and turn out the same kind of a commodity.

"And yet A's goods are recog-



nized everywhere as better quality than B's and sell faster at a better price. Where does the difference lie? In the *spirit* which exists in the men of A's factory. They are loyal—they take a personal pride in their work—and they turn out a higher class of goods than B's men.

"Every resident of A's city is a member of a *boosting committee*. They are constantly telling of A's beautiful plant and his high-grade article which is sold all over America.

"The people of B's town refer to his plant as "that dirty factory." They never speak of it to outsiders. There is nothing to cause employees to take pride in their factory—they do their work half-heartedly. No wonder their work is poorer.

"No more profitable investment can be made, Mr. Manufacturer, than the expense of beautifying and maintaining attractive grounds. Once a start is made in this direction you will be surprised to see how much can be accomplished at comparatively small cost.

"A general clean-up—the removal of all unsightly rubbish and the miscellaneous piles of materials will make an improvement of one hundred per cent. Then start a little ivy to cover the bare walls. Plant some trees at either side of the entrance, plant a double row of shrubs and cover every available bit of space with nature's carpet of green grass.

"Grass will thrive almost anywhere if given half a chance. The ground should be broken to the depth of one foot—all the rubbish raked out—the soil enriched with fertilizer—rolled—and finally seeded. Sow with the best grass seed obtainable and sow *thickly*. No room for weeds then.

"While the grass is getting a start soak thoroughly once a week. *Don't sprinkle lightly*—this is injurious, causing roots to turn up and the grass to die—but soak it good.

"If the grounds are large it will pay you to avail yourself of the services of a reputable landscape architect.

"Give this matter your most careful consideration. Talk it over with the proper officials—and *get busy*. Don't miss any longer the dividend-paying power of good grounds.

"There's a booklet attached about grass seed that will help you avoid mistakes. When you're ready to talk business we will make you a price on your requirements that will insure us the business."

#### THE LETTER THAT ANSWERS THE EXCUSE TOO EARLY TO BUY

When discovered by the writer, this letter was being utilized by the president of a buggy company in charge of the salesmen. He frankly disclaimed the honor of originating it, and said he had merely substituted the word *buggy* where the fellow ahead of him had used the word *shoe*.

Nowhere else have we seen so masterful a handling of a situation that has probably come up with every man who has ever handled salesmen—it answers the excuse "Too early to buy." It would seem a cold-hearted fellow indeed who would not respond to this appeal.

"It is too early to buy"—that is what we are hearing every day.

"Will you listen to some facts?"

"Last year five of the leading life insurance companies wrote over one hundred million dollars each—or a grand total of half a billion dollars.

"Of this enormous amount, 90 per cent was written out of season, or rather forced on sale by the agents.

"You could use a new five-dollar hat, and I will give you one if my statements are not true, and you *prove* it and then apply the lesson to yourself and sell—all the time as a life insurance agent sells insurance.

"The first ten men you meet ask each one 'Do you want any life insurance?'

"If a single one says he wants it right now, go out and buy the hat and I will pay for it.

"This is not wind I am giving you, but facts—porterhouse facts, cut from the backbone of experi-



## "GIVING AWAY ONE MILLION INQUIRIES"

Today's is producing and giving away to a selected list of manufacturers 1,000,000 inquiries for booklets, catalogs and samples. The object is to demonstrate Today's pulling power.

Already 493,582 inquiries have been produced. Eight manufacturers received over 15,000 inquiries each, thirteen over 5,000 each, seventy-four over 2,000 each. Many of them are buying regular space in Today's on this demonstration.

The extraordinary feature was that, even for those who got 15,000 inquiries, the producing force in each case was only a modest three or four line paragraph in small type.

The whole story is told in our pamphlet just out, "Giving Away One Million Inquiries." A copy will be sent you, free, for the asking.

**Today's Magazine for Women**  
Circulation 800000 Mostly in Small Communities

461 FOURTH AVE., NEW YORK



## TODAY'S NEW CIRCULATION GUARANTEE

Beginning now, at once, Today's guarantees 95% net paid circulation on a basis of 800,000 *each* and *every* issue, Spring, Summer, Fall and Winter, the year around. *Not* an average for the year, the almost universal way of figuring, but a guarantee on each and every issue.

In less than two years the circulation of TODAY'S MAGAZINE has been put upon what we call a "merchandise basis"; that is to say, it is sold, for the most part, independent of "Clubs," on a straight 50c basis to women who want it for itself alone. Comparisons are necessary to appreciate what this means.

With the view of getting what you pay for and the greatest possible value for your expenditure, compare the unusual "subscriber interest," the new guarantee and other features of TODAY'S circulation with those of other mediums.

**Today's**  
*Magazine for Women*

FRANK W. NYE, ADVERTISING DIRECTOR  
MEMBERS AUDIT BUREAU OF CIRCULATIONS



ence and broiled over the griddle of a ten-year fight amidst the fiercest competition, and I know it is true, for I sold life insurance for ten years and never failed to knock down the persimmon.

"What I want to get under your shirt is this—it is *never* the time to take out life insurance. It is always too early or too late, yet billions are written every year, and the same companies will write more billions next year.

"And why?

"Salesmanship! *Salesmanship!*  
**SALESMANSHIP!**

"If a man can sell an article that cannot be seen, tasted, smelled, worn, used, 'have to die to win,' and always out of season—what should a man do with a line of ——— like you have, that are needed and used every day in the year?

"You ought to pray every night that all the men you are to see the next day are not ready to buy, and therefore have not bought.

"Your sole job is to *make him ready*, and sell him.

"If you present your line of ——— in such a forceful, telling way as to convince him that he will lose a real bargain if he does not buy, he will buy.

"If you have failed to sell a man, who has not bought, you have failed to impress him as you ought to have done. Examine yourself and see where you have fallen down.

"Then profit by it, and go after the orders with a new determination.

"If you don't get the orders to-day, the other fellow will get them to-morrow. The '*too early*' dope usually means he is waiting for the other fellow. If you don't get him to-day, it will be too late next time.

"The life insurance agent has learned the art of making a man want it and want it right now. He has to create the want and then fill it.

"All you have to do is to supply a want already created, and a want that the merchant is going to supply, and you are on the ground with the goods. So if you don't make the sale, don't ease your

conscience and fool yourself by saying 'Too early,' but just 'fess up and admit that it was lack of salesmanship and you 'couldn't.' You had a fair shot and you missed—that's all. Do better *next* time and hit the bull's-eye."

#### THE LETTER TO THE DEALER WHO SAYS HE IS SATISFIED

"We are perfectly satisfied with our present arrangements, and are not interested in your proposition at the present time." Every person who writes sales letters knows this hoary-headed "turn-down." One of the most ingenious come-backs, that puts a real constructive thought in the prospect's mind, is the following:

"In your letter of the ——— you say that you are satisfied with your present line of ———.

"Everything we know of your company indicates clearly to us that you are decidedly *unsatisfied*.

"You are constantly seeking to increase the efficiency of your selling organization—each month, each week, each day you are striving to do a little more business than the day, the week, the month, the year before.

"You are continually trying to reduce your selling expense, turn over your capital a little more quickly and net a larger profit on your sales.

"All of these things, and many others, show clearly that you are *unsatisfied*.

"We aren't saying, mind you, that you are *dissatisfied* with your line of ———. But we do know that you are *unsatisfied*. Every progressive executive of a progressive institution is *unsatisfied*. If you were *satisfied* you would be standing still to-day and going back to-morrow, and we know this isn't the case.

"Now, it is not enough that your ——— proposition is merely satisfactory—that is, that it gives you no particular trouble—brings but few complaints. You want the line so good that its superiority will be *remarked* by your customers, backed up by a business-building advertising organization and promoting system.

"There is both profit and val-



uable prestige in the exclusive agency for ——. It has tangible value. It is an asset in a dealer's business. Let us tell you about it.

"Your name is already on the inclosed card—just mail it—today."

LETTER TO THE CONSUMER WHO  
HASN'T REPLIED BEFORE

If there is any one thing that the average farmer dislikes to do it is to take his pen or pencil in hand and write. When that disinclination is added to by the distaste of spending money that he is not convinced is necessary, quite a life-size problem faces the letter writer. Here is a letter which was successful in bringing the farmer to a decision.

"Did you ever wish that you were a mind reader? That is just what I am wishing right now. I could tell then, perhaps, just why you haven't returned the post-card enclosed with my last letter. I wanted very much to have you fill out this card, so I could write and tell you what the ——— would do for you in cutting *your* corn and filling *your* silo.

"I have made up my mind that you are in one of these three classes: 1—You already have bought a cutter. 2—You are not yet ready to buy. 3—You have given up the idea of buying for at least another year—and I've got a pretty strong hunch that it's the last case that just fits you, so I'm going to talk to you just as if you were my own brother.

"You're taking an awful chance, every year that you come to silo-filling time, without an ensilage cutter of your own. When you read this I know just what you will say to yourself. You'll say 'I have had no trouble in the past and don't expect to have in the future.'

"You have been lucky if you have in the past been able to secure a cutter just when you needed it. But this does not insure you of being so fortunate this fall or next fall. Suppose the corn should be late this fall, and everybody should hold off cutting as long as they could to give the corn the benefit of every possible day

in the field—then suppose it should suddenly turn cold. Every last farmer with corn standing would want the cutters at the same time. But it would be impossible for the men with the cutters to serve everybody—*somebody* would be sure to lose money. It might be *you*.

"A lot of farmers lost money *last* fall. A lot of them lose money *every* year. One year it's the farmers in New York, another year it's the farmers in Wisconsin, another year it's the farmers in the Northwest. The total losses each year from frozen silage are startling, appalling. A friend of mine lost \$400 last year. He's going to have a cutter *this* fall. How about you? The fact that you have been lucky so far is no insurance that fate is going to continue to be kind to you, and the memory of safety in previous years will be poor comfort if this year you lose all or part of your silage.

"Why run the chance, when the ——— will make you safe, and pay for itself in a few seasons?

"We won't take time to repeat the arguments why the ——— should be the cutter for *your* farm. If you buy a cutter we feel sure it will be the ———, and you'll congratulate yourself a hundred times if you decide to buy one *this* year.

"Still another card is enclosed. Fill it out and let us have it at once, so we can advise you as to the best size cutter for your needs."

There they are—just as they read in my "book of inspiration." If they can't be used bodily, they often may be used in part, or they may be adapted. If they afford a suggestion to any readers of **PRINTERS' INK** their helpful function will be much extended.

Brokaw Moves West

M. I. Brokaw, who has been covering the New England and New York State territory for the circulation department of the Crowell Publishing Company, has succeeded R. A. Johnstone as Western representative; the latter now representing the advertising department of the *American Magazine*, traveling out of Chicago.



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# **\$41,000.00!**

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**The Largest Automobile Contract  
Ever Given a Group of Farm  
Papers Under One Management**

**T**HE OAKLAND MOTOR CAR COMPANY of Pontiac, Michigan, after making a most complete and exhaustive investigation of the relative merits of various farm papers, decided on

## **The National Farm Power Papers**

to carry the Oakland message into the homes of the better class of farmers, because of their well-known powerful influence among 1,140,000 of the most prosperous and deep-thinking farmers of this country.

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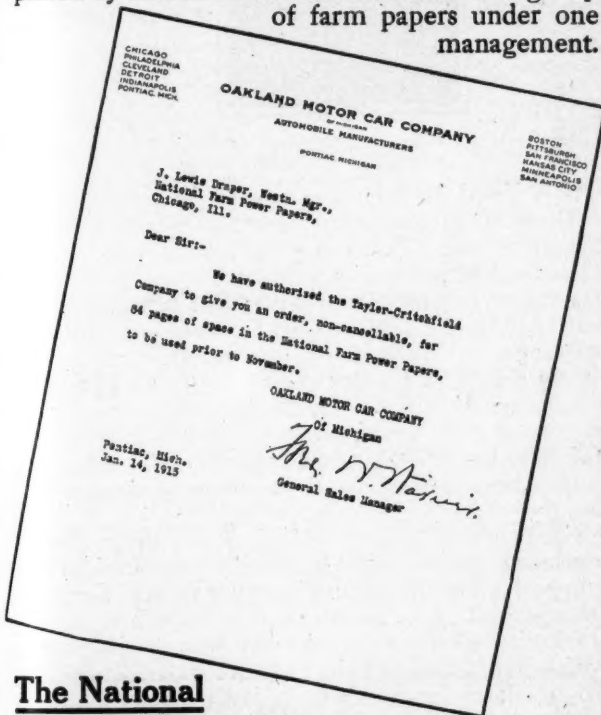
**Combined Circulation**  
**1,140,000**  
**Each and Every Issue**

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# Here's their order

This order, amounting to 84 pages in THE NATIONAL FARM POWER PAPERS, is the largest *bona-fide, non-cancelable* advertising contract ever placed by an automobile manufacturer in a group of farm papers under one management.



## The National Farm Power Papers:

Northwest Farmstead <i>Minneapolis</i>	Farm and Home <i>Springfield, Mass., and Chicago</i>	American Agriculturist <i>New York</i>
Orange Judd Farmer <i>Chicago</i>	Southern Farming <i>Atlanta</i>	The Dakota Farmer <i>Aberdeen, S. D.</i>
New England Homestead <i>Springfield, Mass.</i>		

Members of the Audit Bureau of Circulations





**W**HEN Frank L. E. Gauss came to the Leslie-Judge Company as general manager fifteen months ago, he brought to our organization a constructive force which has been of great and permanent value to it.

In leaving, to become vice-president and sales manager of the Sterling Gum Company, Mr. Gauss has our heartiest good wishes for his continued success. He will make good in his new work for this great corporation perhaps even more emphatically than he has here with us.

While we shall in great measure lose his personality from this business, it will not be altogether; for I am glad to say that he will continue in an advisory connection with us.

The vigorous development of Leslie's and Judge along the same broad and successful lines will continue, with the strong organization Mr. Gauss has built up still further strengthened, and under the charge, as advertising manager, of Luther D. Fernald, who has been closely associated with Mr. Gauss for the past five years, and who hitherto has been Eastern advertising manager of the Leslie-Judge Company.

*John A. Seicher*

President.

February 1, 1915.



## "Quaker Oats" Fights to Preserve Trade Name

Bill Before Congress Would Bar Use in Advertising of All Religious Names—How the Figure of a Quaker Was Chosen as the Company's Trade-Mark — Its Value to the Business

*Special Washington Correspondence*

**T**HE Quaker Oats Company is making a vigorous fight to preserve its trade name—a trade name which in sworn testimony just given at Washington is accounted the main factor in good will having an estimated valuation of \$9,000,000. What is more, all other advertisers that make use of the word "Quaker," or possibly even a picture of a man or woman in Quaker garb, will be seriously affected if there is enacted into law a proposed amendment to the trade-mark statutes against which the Quaker Oats Company is leading the fight. Indeed, the proposed law would not be limited in application to "Quaker" and equivalents, but would bar the use in advertising of all such religious names as "Jesuit," etc.

Congress has been asked to add to that section of the trade-mark act which primarily prohibits the registration as a trade-mark of the coat-of-arms, flag or other insignia of the United States, any State or municipality or any foreign nation. Some time ago this protection was extended to include the emblems of fraternal societies and now the religious Society of Friends—commonly known as Quakers—has appealed to the national legislature to further expand the scope of the trade-mark prohibition by the addition of the words "or the name of any church, religious denomination or society, or the name by which any church, religious denomination or society is commonly known or called."

This project on behalf of the Quakers is by no means a new one, but its revival at this juncture seems to have been due mainly to the appearance on Broadway

in New York of the conspicuous sign which carries the representation of an old Quaker in connection with the words "Old Quaker Whisky" and "Honest as Its Name." Benjamin H. Doane, who has recently appeared as the representative of the Society of Friends at a hearing upon this proposed amendment before the Committee on Patents of the U. S. House of Representatives stated that whereas the Friends would at least like to prevent new uses of the word "Quaker" in future, they would be better pleased if means could be found to deny the use of the term to articles already known under that name. This will explain the cause for concern on the part of old-established firms such as the Quaker Oats Company.

### VALUATION PLACED ON THE TRADE-MARK

Francis M. Phelps appeared at the hearing above mentioned as spokesman for the Quaker Oats Company and said in part: "The Quaker Oats Company is a corporation having a capital of \$19,000,000, and in our capitalization our good will in the business is put in as \$9,000,000; in other words we value the good will in business which is represented by the 'Quaker' as \$9,000,000. We spend hundreds of thousands of dollars every year in advertising that mark and we have for years.

"Our business started in Akron in 1877. From one little mill, and by our advertising and by the high standard which we have maintained, it has grown to its present proportions. Our Quaker friends—and we do consider them friends—handle our goods. I think the majority of them use them, and as showing the friendly relation that exists between them and us, when they want to build a meeting-house or want to build a college in Indiana, they ask us for a contribution, and being friendly with them, we give it to them.

"It has been suggested here that it is easy to change a name. If any of you have ever had any experience in connection with trade-marks and trade names, you



will know that it is practically impossible to change a trade-mark, which by a long series of advertising campaigns has become indelibly impressed on the public mind. It means millions of dollars loss. The changing of the trade-mark of the Quaker Oats Company would practically wipe out the major portion of the \$9,000,000 of good will which we now have.

"The effect of this amendment would be that the Quaker Oats trade-mark and others in the same class would not be accounted as registered. The court of appeals has held that this 1905 law is restrictive, and that under it you can cancel a mark registered under the act of 1881. Therefore all our registrations would be wiped out and invalidated by the passage of that law. That means that our foreign trade would be absolutely ruined.

#### PROCEDURE IN EUROPE

"The difference between most of the European countries and the United States is that in European countries trade-mark rights are dependent solely and entirely upon their registration, and registration is a right which can only be obtained after the person applying for it has obtained registration in his own country. If the registration in his home country is invalid that invalidates practically all foreign registration. In most countries there are no common law rights such as we have in this country. If only this bill were passed possibly no person could encroach upon our advertising here in the United States but there is another bill before the Judiciary committee forbidding interstate commerce, and that would be an absolute death blow to the Quaker Oats Company. This would kill our foreign commerce absolutely."

Explaining the company's justification for the use of the name "Quaker," the representative of the Quaker Oats Company said: "In 1867 two Quakers, one by the name of Foxton and one by the name of Stubbs, in Manchester, Iowa, started a flouring mill for making wheat flour, and those two

Quakers branded the product of that mill 'Quaker Mill Flour.' They proceeded to put flour on the market as 'Quaker Mill Flour' with a picture of a Quaker on it. This was the attitude of those Quakers. They later incorporated and the stock of that company was practically held entirely by Quakers, and this wheat flour was put on the market by these Quakers from 1867 down to about the year 1907, I think. In 1907 we purchased that mill, because we were making Quaker flour, among our other products, and in order to protect our title in the Quaker mark we purchased that little mill. The Quakers sold it to us with the good will of the business and the right to use the marks."

The Quaker Oats Company's representative called attention to the fact that the Society of Friends has made unsuccessful effort to secure in the States of New York, Nebraska, California, Kansas and Colorado, legislation such as they are now attempting to put through Congress, and in this connection he recited his company's experience in Indiana where there was passed, unknown to the Quaker Oats Company, a statute making it a misdemeanor to handle goods branded by any religious name.

"The Indiana law never has been tested," said the Quaker Oats man, to the surprise of the assembled Congressmen, "and we sell Quaker Oats in Indiana. When the statute was first put on the book there was an assistant county attorney who thought he saw a chance to make a lot of money as the spoils of litigation on those penalty collections in Indiana. So he went to a number of grocers and told them if they did not take Quaker Oats off the shelves within forty-eight hours he would start proceedings to enforce the penalty. We brought an equity proceeding in the Federal court for the purpose of restraining him from carrying out his threat. That case came up before Judge Anderson, and he did not see it, and we were granted permission to dismiss our bill without prejudice. Since that time, however, our trade in Qua-





"SYSTEM. THE MAGAZINE OF BUSINESS, IS A BULLY GOOD MAGAZINE. I FIND IDEAS IN IT HELPFUL IN OUR BUSINESS. FREQUENTLY I SEND COPIES TO SOME OF MY ASSOCIATES AND ASK THEM TO READ WHAT I HAVE FOUND MOST INTERESTING."

*E. J. Reuss*





**BUILDERS *of* AMERICAN BUSINESS**

**E. J. BLISS**  
**PRESIDENT OF THE REGAL SHOE COMPANY**

*NUMBER XIX in the series of portraits of readers of SYSTEM*



ker Oats in the State of Indiana has gone on absolutely unmo-  
lested, and the necessity for bring-  
ing another bill or taking any  
other steps has never occurred."

Mr. Phelps, of the Quaker Oats Company, said that his company would be quite as glad as any member of the Quaker society to see the "Old Quaker Whisky" sign in Broadway come down. Indeed, he admitted that what with Quaker Oats, Quaker Puffed Rice, Quaker Puffed Wheat, Quaker Puffed Corn and Quaker Flour on the market his firm would be only too glad if they could have the use of the name restricted to their products. However, he admitted that his company could not prevent people from using the word "Quaker" on whisky, Chile sauce, cedar chests, automobile tires and the other products to which this name has been applied in recent years.

#### NAME CANNOT BE HELD BY ONE COMPANY

Pointing out that trade-mark registration has been granted for "Quaker Bread" he illustrated the difficulty of getting a ruling to the effect that goods are of the "same descriptive properties" by reciting an experience of the Quaker Oats Company as follows: "We own a brand—it is a small brand—for 'Mother's' which is put, in a small way, on corn-meal and flour and similar goods; and there was an Italian miller who called his goods the 'Mother's Macaroni,' and attempted to register the picture 'Mother's' which is our picture; it is a representation of a woman feeding a child, and meal is piled up in a bowl. He has applied that to macaroni; and he stole our picture, in addition to stealing our words, and we filed an opposition. The case went to the court of appeals, and the court of appeals held that macaroni and our goods were not of the same descriptive properties and dismissed the bill and permitted it to rest."

At another point in his testimony Mr. Phelps said: "The Quakers themselves traded on their reputation; made the name,

in a small way, an attractive trade-mark; and then the Quaker Oats Company took it. It is apparently a very fortunate selection, and I think we can safely say, as the Ingersoll watch people do, that we are 'the people who made the Quaker famous.' Following the growth of the business as our lines extended, in order to guarantee the public the quality of the goods, they had to be identified by us as the originator and producer of the oatmeal which was our first product, and the way to make the public appreciate the quality of the goods was to call them 'Quaker.'"

#### Information on File at National Vigilance Headquarters

In the belief that some permanent record should be made of prosecutions, investigations, fraud orders, etc., involving cases of dishonest advertising, the National Vigilance Committee of the Associated Advertising Clubs is establishing a "rogues' gallery" at its Indianapolis headquarters, to which publishers and others concerned may apply for information. A report has gained more or less circulation that the Vigilance Committee was contemplating the publication of a "directory of fraudulent advertisers." Nothing could be farther from the committee's purpose, as announced by its chairman, Merle Sidener. The information contained in the committee's files is in no sense for publication, and will be used only to answer specific inquiries from publishers, advertising clubs, agencies, and others directly interested in concrete cases.

#### Berger Mfg. Co. Appoints Advertising Manager

R. M. Nicholson has taken charge of the advertising of the Berger Manufacturing Company, Canton, Ohio, succeeding G. P. Blackiston. Mr. Nicholson was formerly advertising manager for the Kimberly-Clark Paper Company, Neenah, Wis., and also associated with the Cramer-Krasselt Company, Milwaukee.

#### Dobbins Soap Again Advertised

Dobbins Electric Soap, manufactured by the Dobbins Soap Company, a concern 52 years old, is to be advertised again, through the Tracy-Parry Company, of Philadelphia.

#### Brooke to Represent Newburgh "Journal"

Clayton E. Brooke, newspaper publishers' representative in New York, has added the Newburgh, N. Y., *Journal* to his list of papers.



## Associated Ad Clubs Publish Two More Books

"Advertising—Selling the Consumer," by John Lee Mahin, and "The New Business," by Harry Tipper—Intended to Promote a Better Understanding of Advertising Methods and Principles

**E**NCOURAGED by the success of the book by Paul T. Cherington, "Advertising as a Business Force," published some two years ago, the Associated Advertising Clubs of the World have added two more volumes to the literature dealing with advertising problems. As was the case with the Cherington book, these later volumes are published for the Associated Ad Clubs by Doubleday, Page & Co., New York, and the proceeds from their sale will be devoted to the educational work of the clubs. The titles of the new books are indicative of their general scope: "Advertising—Selling the Consumer," by John Lee Mahin, president, Mahin Advertising Company, Chicago, and "The New Business," by Harry Tipper, advertising manager of The Texas Company, New York.

Mr. Mahin's book is based upon a series of lectures delivered before the School of Commerce of Northwestern University, and before the Universities of Chicago, Wisconsin, Michigan, Illinois, Minnesota and Washington. It is almost wholly devoted to a discussion of the *practice* of advertising and the author says in his preface: "If this book shall serve truthfully and adequately to introduce the reader to a profession which is fascinating, constructive and growing, it will have fulfilled its purpose." The first few chapters are devoted to the development of the idea of advertising as a means of influencing whole groups of individuals, and from that point the book takes up the various tools of advertising. There are chapters on Mediums, Copy, Trade-Marks, Sales Co-operation, Price Maintenance, etc., with special attention to Mail-

Order and Retail advertising problems. Finally, the book takes up the problems of organization, with chapters on the Advertising Manager, the Solicitor, and the Advertising Agency, closing with a general discussion of Accounting.

Mr. Tipper's book, as its title indicates, is not exclusively devoted to matters immediately involved in the conduct of an advertising campaign, but is rather an attempt to show the relation which advertising bears to the whole group of activities which are known by the general term "business." The book is divided into six sections, each of which takes up a different phase of business and traces its development. These division headings are as follows: "Trading and Marketing," "Finance and Marketing Costs," "Factors in Marketing Cost," "Training and Specializing," "Organization," "Good Will, Consumer Buying Habits and Future Tendency." In general, Mr. Tipper follows the historical method, tracing the development of each phase of modern business from its earliest stages. As the publisher's announcement puts it, the book "presents the commercial background from which modern business has sprung."

Both books are supplied with illustrations. Mr. Mahin's contains several reproductions of advertising copy, and Mr. Tipper makes frequent use of charts. The books are to be sold to ad club members and the public at \$2 each, and the proceeds, as stated above, will be devoted to the work of the Educational Committee.

### W. C. Jackman With the Osgood Company

W. C. Jackman has joined the service department of the Milwaukee branch of the Osgood Company. Mr. Jackman has been on the copy staff of the Shuman Advertising Company, Chicago, and before that was in a similar position with *System*.

Advertising of the Boston Varnish Company, of Everett, Mass., will be placed this year by the Brackett Parker Agency, of Boston.



## • TWO MILLION HOMES •



## • IN GOD'S COUNTRY •

Require food—clothing and supplies—

**Do They Know You, Mr. Advertiser?**

**Do They Know Your Merit & Your Bargains?**

### The GENTLEWOMAN

receives a hearty welcome in each of those homes every month—let her introduce you, for she is popular among them and highly esteemed. That gives you the prestige you have hoped for.

**THESE TWO MILLION HOMES**, in the great free open-air, far away rural spots of peaceful America—North and South from Maine to California—command the treasures of the mountains and sea, the harvests of the valley and the plains are crammed in their big gray barns. Their sons are not out of work or on a strike and they are a long, long way from Broadway or State Street—but they are close to the columns of

### The GENTLEWOMAN

Do they see your advertisement there?

Think what it means for your business to have your ad. appear in Two Million Homes each month where the good folks read by the glare of the lamp alongside the crackling, sputtering fire—Here's a chance to make good with good people in a good way—

### IT'S AN OPPORTUNITY!

**KENNEDY-HUTTON COMPANY**, Advertising Managers, 7084-6 Metropolitan Life Building, New York City, and 1004-5 Marquette Building, Chicago, Ill.

**W. J. THOMPSON COMPANY, Inc.**, Publishers, 627 to 649 West 43rd St., New York City, N. Y.

*Over 2,000,000 copies printed and mailed to Subscribers Monthly*



# Facts, Figures and

## The Figures Submitted on Conclusively and Beyond

# New York

## Both in "Dry Goods" Advertising and for

In publishing the figures on this page we have two objects in view: to give the advertiser a fair idea of the value of advertising in The New York American, and to show the advertiser that the man who recognizes and uses The American, these figures show, is a man who is getting the most out of his advertising. The American — and there are precious few of him! — these figures show, is a man who is getting the most out of his advertising. The American — and there are precious few of him! — these figures show, is a man who is getting the most out of his advertising.

Whether you are a merchant, a manufacturer or a

Whether you sell pianos, petticoats, porcelains, phonographs,

**Whether you cater to mass or to class,**

**Whether you supply the necessities of**

Whether your business be big or small.

Whether you seek to hitch your wagon

**YOU CANNOT AFFORD TO R  
AMERICAN, AND THESE FIGS**

**3,056,417 LINES OF DOCUMENTS**

More than published by any other

**93,213 LINES OF MUSICAL TR**

More than published by any other

## 350,598 LINES OF AMERICAN

More than published by any other New York Morning

**283,386 LINES OF AUTOGRAPH**

A gain of 31,809 lines over 1913—chiefly remarkable because of

# Facts Are Still



# s ad Fundamentals

## ed on's Page Establish Clearly, nd Adventure, the Supremacy of

# k American

## and the Universality of Its Advertising Appeal

jects in v... e wish, first, to substantiate the judgment of the great majority  
We wish, to make our case stronger with the few who don't. To  
these figures, the wisdom of his choice. To the man who does not use  
—these figures will furnish food for thought. And to the advertising fraternity  
make comparisons, these figures are respectfully submitted for their guidance  
manufacture an advertising agent, or an advertising manager—  
ats, phonographs, or pickles—  
to class the plutocrat, or to the proletariat—  
ties of life contribute to the gaiety of mortals—  
or small "or in the process of making—  
r wagon star, or hitch it to a crowd—

## TO LOOK THE NEW YORK E FIGS FOR 1914 PROVE IT:

### OF GOODS ADVERTISING

by other Morning and Sunday Newspaper.

### MUSICAL INSTRUMENT ADVERTISING

by other Morning or Evening Newspaper.

### OF ADVERTISING

Morning Newspaper—and a gain of 63,207 lines over 1913.

### OF AUTOMOBILE ADVERTISING

because the New York Morning Newspaper lost in comparison with 1913.

# Stubborn Things



## If You Were Calling on a Customer Would 1-10 of a Cent Make a Difference?

Suppose that at an outlay of 1/10 of a cent you could make every one of your business calls more impressive. Would you spend it?

You would.

Every letter that you send out is in the nature of a business call.

To get the maximum of quality appearance to your letters will cost you just 1/10 of a cent per letter more than you now pay.

*Made a Little  
Better Than  
Seems Necessary*

# Old Hampshire Bond

This can be demonstrated by figures.

A fair cost of ordinary paper is about \$1.50 to \$2.00 per thousand sheets. On that basis Old Hampshire Bond would cost from 1/20 of a cent to 1/10 of a cent more per sheet. Your own figures will prove what would be the cost compared with the paper *you* use.

Not counting your time in dictation, a series of five letters will cost you at the very least 25 cents (for your stenographer's time). To have these letters on Old Hampshire Bond will cost just a 1/2 cent more, or 25 1/2 c. Ask us for the Old Hampshire Bond Book of Specimens—a book assembled and bound up to interest business men.

HAMPSHIRE PAPER COMPANY  
SOUTH HADLEY FALLS, MASS.

*The only paper makers in the world  
making bond paper exclusively.*





# More Evidence For and Against the "Made in U. S. A." Movement

A Few Supplementary Opinions Which Bring Out New Points of Importance, or Elaborate the Arguments Already Made

**W**HETHER the "Made in U. S. A." movement is finally determined to be a benefit to the business interests of the country, or the reverse, this much is certain: it is not a question to be regarded with indifference. The publication of the opinions of the heads of large concerns, in **PRINTERS' INK** for January 21, has called forth a large number of additional letters, some of which are printed below. While a few manufacturers are disinclined to treat the movement seriously, the great majority are convinced that it would be productive either of great good or of great harm. As we have already stated, it is the duty of every business man to have an opinion upon a subject like this, which is of vital importance to the whole country.

## "Made in U. S. A." More of a Joke Than a Trade-Mark

By Francis J. Torrance

First Vice-President, Standard Sanitary  
Mfg. Co., Pittsburgh, Pa.

**A**LL our patterns, by advice of our general counsel, have the words "Made in America" cast on them so that every time we make a casting, these words appear and, of course, are permanent. But we are constrained to say that this "Made in America" has gotten to be more of a by-word than a respectable commercial shibboleth, and therefore whether it has any value is questionable. It certainly does not mean anything in a general sense as far as quality is concerned. With us it does, as we only sell guaranteed goods—goods which, in addition to our name and trade-mark and the above words, bear our guarantee label, which we have spent several millions of dol-

lars in advertising and popularizing.

I am afraid that "Made in America" is more of a joke than a trade-mark. When once the "penny-a-liner" and the vaudeville artist begin to use a phrase, its worth, in seriousness, is gone.

We should be indeed glad to continue this correspondence. We think a great deal of **PRINTERS' INK** and both it and its management have our full confidence.

## A Question for the Individual Manu- facturer to Decide

By J. A. Campbell

President, The Trenton Potteries Co.,  
Trenton, N. J.

**P**ERSONALLY I have not taken such a deep interest in the "Made in America" movement as is the case with some other manufacturers. I believe that a matter of this kind would only have a comparatively short life at best. If people can find cheaper or better goods that are manufactured elsewhere they are going to buy them, in my judgment, regardless of the question as to whether they are made in America or made in some other country.

It sounds very nice to think that people would prefer to buy goods "Made in U. S. A." and it would be patriotic for them to do so, but at the same time it is a question where a man's pocket-book is limited and he cannot afford to pay more for goods made in America than in other countries.

Personally I have always felt that the American manufacturer, paying a good rate of wages to his men, should be given adequate protection and left to work out his own salvation so far as a matter of this kind is concerned,



and if it is to be carried out, it should be carried out with individual manufacturers.

Certainly we would not favor a co-operative advertising scheme; if we want to advertise our goods as made in America, all well and good. But if others want to advertise theirs as made in some other country, we would certainly not ask from papers in which we are advertising any more than a square deal in a matter of this kind.

We have a plant in Canada and people are advocating goods made in Canada and so on, but we do not see that it has done us any good. The English since the war have been shut off in so many markets that they have come into Canada with a very low price and have virtually put us out of business on most lines of goods. Our goods have always been stamped "Made in Canada," but that cuts absolutely no figure when they can buy some goods a little cheaper elsewhere.

This is human nature, is what we must expect, and I do not see how a movement of this kind is going to benefit the manufacturers as a whole. It must be left to each individual manufacturer to work out his own salvation in this line. If his goods are better than those made elsewhere, or equally as good, we think there is no question but that he could naturally get people to use them.

## Reciprocity Demands the Purchase of Goods Made at Home

By Jordan W. Lambert

Lambert Pharmacal Co. (Listerine)

**I** WAS pleased to have the opportunity of reading the views of others who had given thought to the "Made in U. S. A." propaganda. I note that many of them disapprove of this work, but I fail to find among the list of writers any man except myself who is engaged in the manufacture of a patented or trade-marked article, experiencing competition from German manufacturers.

There was a reason for my having written along the lines that I did and my article was based upon nothing but actual experience. After seventeen years' experience in Germany, we decided to abandon all forms of advertising in that country because we know why we have been unable to succeed. We have spent large sums in advertising Listerine to the Germans with strong German text, placed in the strongest media. It availed us nothing, while a comparatively small expenditure increased our business 91 per cent in one year in Spain.

I know from experience that a superior article of American manufacture failed to find a profitable market in Germany, and that the great reason was the very fact that it was American owned. I also know that an inferior article of German ownership recently came to this country and the sales on same netted a profit of \$125,000 in one year. This tends to show that the Germans prefer to abstain from patronizing our wares, while the American people have dealt with them very liberally.

I believe in reciprocity and in the spirit of give and take, and in view of the conditions above stated, I find pleasure in spending my money for a bottle of Queen olives put up in Spain, while on the other hand it is impossible for me to reconcile myself to buying anything of German manufacture when the same thing of other manufacture is obtainable.

I do not want to criticise the Germans for patronizing home industry to the extent that they have, but I most assuredly do want to criticise American people who buy imported articles in preference to those of home manufacture, especially such articles as are owned in a country whose people refuse to buy our wares.

Mr. Erich Schron who was employed by me in Berlin during 1912, wrote to our agents in Hamburg and among other things stated: "There is considerable feeling against Listerine as an American article, as little possible as this may appear to be."

The above expression is but one





## This is What it Has Meant to THE AMERICAN MAGAZINE to Change to "Just the Right Size"

A livelier, more attractive, more interesting magazine.

With an increase in circulation of more than 150,000.

Advertising columns that are more effective — more responsive.

With an increase of 22% in advertising revenue in 1914.

No pressure: No forced circulation: Just steady, normal, regular, solid growth.

Editions now more than 470,000

# THE AMERICAN MAGAZINE

Lee W. Maxwell, Advertising Manager



---

## 24,000 Farm Women

answered a letter sent out by the Dept. of Agriculture, Washington, and gave practical suggestions for improving living conditions on the farm.

The *one thing* most frequently mentioned was running water in the house. Many other suggestions called for the use of farm power.

To reach the kind of farms where power is appreciated and used advertise in

### American Thresherman and Farm Power

#### Gas Review

For the Gas and Oil Engine User

### CLARKE PUBLISHING CO.

Madison, Wis.

NEW YORK INDIANAPOLIS  
PAUL W. MINNICK J. B. PARKER  
CHICAGO  
J. C. ROGERS

---

of many things that I could cite were I to take the time and space to go into the matter to the full extent.

The Lambert Pharmacal Company ceased all propaganda work in Germany January 31, 1913, eighteen months before the war began. There were reasons.

### Permanent Markets Not Built Upon Sentiment

By Geo. W. Dickerman

Vice-President, Remington Typewriter Company, New York

I DID not reply immediately to your letter asking my opinion about the "Made in U. S. A." movement, because I wished to think it over more carefully. I dictated a reply last week, and then discovered that the number of PRINTERS' INK for January 21 contained many replies from people to whom you had sent your original letter. I am probably "a day after the fair," but for your own information I am willing to put myself on record.

The original reason for stamping the country of origin on merchandise was to prevent deception and the substitution of inferior goods for others that were imitated, and to this extent I believe that a campaign for stamping articles "Made in U. S. A." is valuable. I do not believe that any permanent, large market can be created by playing up the sentiment of "Made in America." That fact in itself will not offset better goods if they are made somewhere else. Temporarily it may make a market, particularly when national feelings are appealed to, and one may say, the passions of the mob are aroused. We can conceive that the English people will buy nothing made in Germany, and the German people will buy nothing made in England, for a long time, but these feelings will wear away, and if the German people can get better cloths in England they will inevitably get them from England—not now, but ultimately.

We have no strong antipathies now against any nation. The protectionists of this country have



always tried to play up articles made in this country; they have not only tried to arouse sentiment in their favor, but they have tried to build a barrier against every article that competed with those made in this country. Just what caused the present outburst of enthusiasm for the "Made in U. S. A." movement I do not know, but in my opinion it is bound to be temporary. If we can make better merchandise in this country than they do abroad, the American public will buy the American goods. If we cannot make better merchandise than they do abroad the public will not long continue to purchase inferior American goods for any sentimental reason.

I have said nothing about price, but price, of course, must be taken into consideration in connection with quality. It seems to me that when you sub-divide the "Made in U. S. A." movement into the "Made in Detroit" movement, and the "Made in California" movement, you see how illogical is this sentiment. Of course it is sentiment, and I suppose that all sentiment is illogical, and that after all is the defect of the movement—it is based largely on sentiment which must of necessity be fleeting and changing.

### A Guarantee of Everlasting Peace is Needed First

By W. G. Funck

General Manager, Hewitt-Lea-Funck Co.,  
Seattle, Wash.

**A**FTER the battle fields of Europe are restored to their owners for agricultural purposes, will the Germans continue to market their products "Made in Germany"?

While the United States is at peace with the South American Republics, have we their good will?

If this "Made in U. S. A." movement is carried on successfully for a number of years, what is going to happen if the United States is called upon to settle a rebellion in one of the South



TRADE MARK REG. U. S. PAT. OFF.  
"Unlike any other paper"

\$50 article on "The Tell-tale Book" in February Gumption, just issued.

Also, impressions of business in the West, more about bankers and advertising, an article on "Safety First," and other good things too numerous to mention.

### The Farm Journal

A. B. C. MEMBER

Washington Square  
Philadelphia



American Republics? In a case of this kind, I am of the opinion that "Made in U. S. A." products would remain on the shelves.

During the Spanish-American War, the Kansas City Hydraulic Machine Company were manufacturing a hay baler known as the "Dewey Hay Baler." This particular machine found its greatest market throughout Mexico as well as the South American republics.

Mr. Bradley, owner and general manager of this company found that they had made a serious mistake in calling this particular machine the "Dewey Baler," for after Admiral Dewey annihilated the Spanish fleet, it was next to impossible for their agents throughout Mexico and South America to dispose of machines on hand. A change in the name saved the day.

Since the quality of "Made in U. S. A." goods cannot be guaranteed, and because of Uncle Sam's inability to guarantee everlasting peace, I believe that the "Made in U. S. A." movement is a mistake.

We are all familiar with "Trade at Home" movements. If the product is a good one, substantial enough to stand on its own feet—we buy it. Otherwise we buy in a foreign market.

## Patriotism Does Not Come in Quo- tation Marks

By Frank L. Coes

President and Treasurer, Coes Wrench Company, Worcester, Mass.

**I** READ with satisfaction that there are a few others who do not favor the "Made in U. S. A." campaign. The various letters have come in for more or less criticism, and at the risk of repeating myself, and totally disclaiming any animus against any individual slogan, I would add a little to my remarks anent the "Philadelphia Made Hardware" criticism.

Discussion with a member of our own co-operative association brought out a statement that

while the reasoning was good, it might be incapable of proof.

To that end, I took down a copy of the standard English business directory, published in London in 1914. Endeavoring to put myself in the place of a foreign buyer I turned up the city referred to for information as to hardware.

Please note here, that by "hardware" I refer to lines sold by the hardware jobber in this country. The lines are even broader in places where the "general store" exists.

Under "Hardware" there are listed 24 firms, including the five who use the "Philadelphia Made Hardware" slogan. Taking the lists further in detail the firms are listed in this order:

Files, 5 firms; Saws, 3 firms; Locks, 3 firms; Cutlery, 3 firms; Lawn Mowers, 3 firms; Wire Goods, 14 firms; Stoves, 12 firms; Emery Wheels, 3 firms; Wire Nails, 1 firm; Tinware, 6 firms; Steam Packings, 5 firms; Gas and Electric Light Fittings, Etc., 10 firms; Guns, 1 firm; Hammocks, 3 firms; Bearing Metals, 7 firms; Metal Goods, 8 firms; Steel Pulleys, 2 firms; Sash Balances, 2 firms; Saddlers' Hardware, 3 firms; Scales, 1 firm; Shovels, 3 firms; Sporting Goods, 2 firms.

Suppose I am trying to buy the first five items. It is possible from these seventeen names I select some member of the "Philadelphia Made Hardware" coterie. Maybe more than one. If the goods turn out all right after several months wait, then the slogan is in this case vindicated; if they do not, we can be reasonably sure there will not be a repeat order, and more than possibly the next order will go back to "Made in Germany" goods.

Supposing that I, as buyer, as a result of such advertising decide to specify "Philadelphia Made Hardware," and send my order through an exporter with that proviso. The exporter combs the list for the make that gives him the most profit, sends me back something "Made in Philadelphia," but if I get goods made by one of the advertising five, it is a miracle.

None of these things prove that "Philadelphia Made Hardware" is not good, or that the advertised brands are not the best made in



# Sunday Magazine

Published by Huebsch & Co., Inc.  
 135 West 40th Street, New York, N. Y.  
 Entered as Second-Class Matter, October 3, 1907.  
 Postpaid.

January 26, 1915



"Through the Ring Line"  
 by Frederic Arnold Lionel  
 IN THIS ISSUE

IN spite of Business conditions the ILLUSTRATED SUNDAY MAGAZINE during 1914 showed an advertising gain of 6314 lines.

Only one other Sunday Magazine gained—its gain being about one-half that of the ILLUSTRATED.

Judge the ILLUSTRATED SUNDAY MAGAZINE editorially and you will find one of the reasons. Then judge the territory covered. In almost every city the papers individually dominate and are therefore a real influence on the trade and consumers.

## ILLUSTRATED SUNDAY MAGAZINE

Over 1,300,000 circulation

Philadelphia Record  
 Pittsburgh Gazette Times  
 Memphis Commercial Appeal  
 Louisville Courier Journal  
 Milwaukee Sentinel  
 Omaha World-Herald

Rochester Democrat & Chronicle  
 Detroit Free Press  
 Columbus Dispatch  
 Des Moines Register & Leader  
 Buffalo Times

Minneapolis Tribune  
 Boston Herald  
 Dayton News  
 Worcester Telegram  
 Providence Tribune

*Huebsch & Co., Inc.*

NEW YORK

CHICAGO

DETROIT

BOSTON





## Samuel Hopkins Adams

### SCORES A BEAT!

Adams is the first man in this country to get into newspaper type the brass-tack story of fraudulent advertising.

He has put in the series of articles now running in *The Tribune* the full force of his sixteen years' experience as an investigator.

He has scored in New York—and throughout the country.

Over four thousand individual requests for the series have been received in reply to the offer recently announced. Nearly twenty-six hundred of these came from the *Literary Digest*, the wonderful pulling power of which was never better demonstrated.

Men and women with big names showed their vital interest in the topic that no other newspaper has ever handled without gloves.

The requests for the articles still pour in, as the brilliant copy prepared by Berrien Durstine, Inc. continues to prove its worth. Both articles and advertisements should be in the hands of every advertising man in the country. They may be had for the asking—those already published and the gripping, stinging, constructive ones yet to come.

## The New York Tribune

*First to Last — the Truth*

*News — Editorials — Advertisements*

Write name and address on margin below. Tear off and mail.



Philadelphia. They do prove that there are a few holes in the skimmer, and that the five who hold the umbrella over the balance of the hardware manufacturers of that great and good city, also accept the possibility of blame for poor, cheap, or imitation goods made in their own city, and just as much entitled to the name of being "Philadelphia Made" as is the product of the five.

Taking this as a specific instance of what to me is a "boom-erang" slogan, I would like to ask a few questions as to a few other slogans. Take the "Cleveland Sixth City" idea. What does it mean? Where does Cleveland benefit? Suppose it were "first," would it be any help commercially? Would it be more attractive to the prospective manufacturer? Would it convey a suggestion of first quality arrangements for sanitation, transportation, low manufacturing costs, or the other things that make a city attractive to prospective settlers? Does it mean that Cleveland is sixth in these things? Mere size counts for nothing, and numerical position in the census sheet carries no weight against the other factors of business requirements. Still less does the domestic buyer care for such a slogan. What he wants is the goods, and if what he is looking for is made better, or meets his requirements of price, delivery, etc., better, he would probably let the other five-sixths of his orders go where he was best suited.

One may tie these objections and many others to almost any slogan extant. Someone uses "City of Opportunity." No city has the call on opportunity. Another uses "City of Prosperity." That slogan has not fitted for a good many months, if it ever did. Judging from the papers and the citizens' remarks, all they want is a swipe at the "pork barrel" with both arms free.

Even as I ask why these things hold the attention of men that would scarcely look at the matter if the exploitation of their own lines was under consideration, I feel that the answer is that patriotism does not come enclosed in

quotation marks, that advertising value does not attach to locality (except to the unemployed), and that sales, bulk or individual, depend wholly on the quality of the goods, and their fitness for the market canvassed.

I hope your efforts will be made toward a campaign for quality, no matter where it comes from.

## Should Not Increase War's Antagonisms

By Fred G. Gruen

President, Gruen Watch Company

READING the comments on the "Made in U. S. A." movement, we herewith give you copy of a letter written to one of the weeklies in opposition to the movement, expressing our view-point. We are glad to see others in accord with our view-point. This letter was as follows:

"This 'Made in U. S. A.' campaign certainly does not meet with our sympathy. We don't think much of a campaign of this kind. We are manufacturers, with a factory in Switzerland and a factory in Cincinnati, so are qualified to judge. It does not affect us much one way or the other, but we do not believe in it from the standpoint that it is—

"First: Copying England and Germany. It's plagiarism pure and simple.

"Secondly: We don't believe in creating a Chinese wall around us, for the minute you do that, you stop trade. Europe can do the same thing.

"Thirdly: We believe in letting *merit win*, and the best merchandise *will win*, no matter where it is made; people will buy it. There are certain goods made in this country that cannot be excelled by anyone, and there are other goods made in Europe that we cannot excel. For instance, watch authorities the world over concede fine, thin watches of accuracy for men, or ladies' small watches are made the best in Switzerland. Oriental rugs cannot be duplicated here, nor Panama hats, and so it is in many lines.

"We don't believe the movement will be a very popular one—might



act as a boomerang. People will look at it as an acknowledgement of merit in the imported article, or why all this hue and cry now?

"We merely give you these views, as you ask for them. We are fully in accord with any campaign that really does good for the people at large, without creating a spirit of antagonism, for we have enough of that engendered through war misrepresentations."

## Some of Our Exports No Credit to Any Country

By E. J. Bliss

President, Regal Shoe Company, Boston

**A** REQUEST for one thousand *per* from different manufacturers, for a publicity fund to advertise "Made in U. S. A." would prove more quickly than anything else the real opinion of the manufacturers.

If all exports from the United States were limited to the best grade of articles where our superiority in manufacturing is acknowledged, and the slogan "Made in U. S. A." were used exclusively on this particular class of merchandise—it would increase the export business of the U. S. A.

But I have seen, in Europe, products from some shoe factories that would not be a credit to any country stamped "Made in America."

I think if you will investigate the matter you will find that the General Electric, Gillette Safety Razor Company and other concerns you have mentioned are not manufacturing in foreign countries to be able to use the slogan "Made in Canada" or "Made in England," but are necessarily manufacturing in those countries in compliance with the requirements of a patent law in order to market their products and maintain their patent rights.

Until the cheap and shoddy goods can be excluded and necessary arrangements made to limit the U. S. A. stamp to a standard grade of goods, I hope I will not be asked for a subscription for advertising the slogan "Made in U. S. A."

## The Movement From Other View-points

**A**N interesting sidelight on the propaganda comes from W. A. Lydiatt, a Toronto publisher. Mr. Lydiatt is of the opinion that the "Made in Canada" movement is useful only as a means of inspiring patriotism in an emergency. He writes:

"Who ever bought goods because they were 'Made in Germany' or 'Made in U. S. A.'? We bought German goods because they could be laid down cheaper than similar goods made here, or because similar goods were *not* made here.

"The manufacturer who is proud of the quality or value of his goods wants no 'Made in U. S. A.' charitable consideration. He says: 'Buy my goods because I make them.' 'Made in U. S. A.' appeals strongest to the manufacturer whose goods would not be bought on their own merits.

"In times like these a 'Made in Canada' campaign has value, but only because it appeals to patriotism, which is at fever heat—and which prompts a person to *accept less* in order to perform a duty to his country. But in ordinary times its selling value is nil.

"One of our local stores is promoting a 'Made in Canada' sale—the purpose of which is to encourage the purchase of 'Made in Canada' goods so as to provide work for the unemployed, and keep the factories going in present abnormal times. So 'Made in Canada' goods are to be exploited, and sold *without* profit to the manufacturer or the store—which of course implies that the goods could not ordinarily be sold *with* profit. If such a movement has no greater value—if we have to give 'Made in Canada' goods away—then in the name of all advertising common-sense, what is the *value* of the slogan?

"Any 'Made in' movement is valuable only in its appeal to patriotism—an appeal to the public to accept something less desirable solely because it is 'Made in' and thus do your home town or state or country a good turn.



*How many people pass your dealers' stores every day?*

*How many people look into your dealers' windows every day?*

*How wide, how high, how deep, is your average dealer's window?*

Lack of this and other specialized knowledge is responsible for the enormous waste and failure of ordinary window display methods.

The International Dealer Service Bureau has made a searching study of dealers' windows and stores. These investigations cover thousands of dealers in all lines, in all parts of the country.

The scientific methods of the Bureau, based on this bed-rock knowledge, enable the advertiser to place his window display work on a sound, constructive basis that insures maximum results without waste.

On request, the Bureau will gladly place at your disposal such data as you are most interested in.

## THE INTERNATIONAL DEALER SERVICE BUREAU

CLEVELAND, OHIO

1276 WEST THIRD STREET



"Only under such conditions as at present exist can such a movement have any success, in my opinion."

From Dan A. Carroll, special New York representative for the *Washington Star*, the *Indianapolis News*, the *Montreal Star*, and the *Philadelphia Bulletin*, comes the following opinion, gathered from talks with numerous manufacturers:

"I have read with considerable interest the views of the prominent American manufacturers relative to the 'Made in U. S. A.' movement. I don't know of any particular piece of editorial propaganda that you have undertaken in the past year that, to my mind, is as significant as this.

"I think most concerns who have looked below the surface in this particular matter, now realize that the idea itself was born of enthusiasm at a time when it was popular to talk the 'call to the flag' at every banquet and gathering where business men met. I have had occasion, during the past three months particularly, to talk with a great many heads of concerns about this 'Made in U. S. A.' movement, and by reason of talking with concerns of different character I have been able to gather that the majority of manufacturers in this country are not particularly enthusiastic about the 'Made in U. S. A.' movement because it is not founded on what may be termed good business.

"Patriotism does not rule the purse strings, and the consumer is not inclined to buy goods bearing the stamp 'Made in U. S. A.' unless the particular goods are better in quality and can be purchased at the same price as same goods made in France, Germany or Great Britain.

"I believe the far-sighted American manufacturer is optimistic and is building up trade on his product in the United States and elsewhere, first of all on quality—giving good value—and meeting the wants of the consumer in more than an ordinary way. Competition must be met fairly, whether the goods are made in Canada, or whether the goods are made in the United States, or any

other country—and this is the only basis on which any business can survive.

"Personally I think you have added a big chapter to the work of the advertising fraternity in publishing these interesting letters. They should be of great help to many concerns in steering their business crafts through neutral channels during 1915."

### No More Stevens-Duryea Autos to Be Made

The Stevens-Duryea Automobile Company, Chicopee Falls, Mass., has notified all of its selling representatives that the further manufacture of Stevens-Duryea cars and the bringing out of new models has been definitely postponed. The company has on hand spare parts to the value of \$1,500,000 for the 14,000 Stevens-Duryea cars now in use and will continue the manufacture of spare parts to meet all requirements.

The Stevens-Duryea company is said to be entirely free from debt and owns two factories, both free of incumbrances. It was known early last fall that the company was in need of ready cash to the extent of approximately \$700,000, but Frank Duryea, who owns the controlling interest in the business, preferred not to take the new capital under the conditions specified by the proposed financial backers.

### New Detroit Agency

A new national advertising agency has been organized in Detroit in charge of C. S. von Poettgen, formerly with Fuller & Smith and other agencies. The organization is to be composed entirely of Detroit men and will for some time devote its entire attention to clients in this territory. Mr. von Poettgen announces that they already have obtained the business of a number of advertisers, including the Denby Motor Truck Company, the Ohio Electric Car Company, and the Argo Motor Company.

### Pritchard Joins Chappelow Agency

H. Edward Pritchard, formerly of the service departments of the Federal and the H. E. Lesan agencies, New York, has joined the copy department of the Chappelow Agency, St. Louis.

### Joins the Franklin Company in Chicago

R. W. Millard, formerly with the Wm. D. McJunkin Advertising Agency, has joined the advertising service staff of The Franklin Company, in Chicago.



## Advertising Doubles Value of Farm Lands

"Minnesota has proved the value of wise advertising," said ex-Governor A. O. Eberhart of that State to the Advertising Association of Chicago recently. "In four years her farm land has doubled in value, largely because of her advertising. In four years she has had more settlers from other parts of the Union than Canada, North and South Dakota put together." This experience, the ex-Governor went on, "proves what advertising can do in the matter of attracting settlers, and I firmly believe that every State should have an advertising manager, whose duties would be similar to those of the advertising manager of a modern industrial enterprise. He may not be known as the advertising manager of the State, Immigration Commission would be a more appropriate title, but his work would be largely the same." Ex-Governor Eberhart also asked the support of the Chicago Club in securing the 1916 convention for the Twin Cities.

## "Movie" Plot for "Bull" Durham

The American Tobacco Company has succeeded in having produced and circulated through a number of moving picture theaters in New York a photograph entitled "An Advertisement for Bull" Durham. The story told is that of a young couple whose path, headed toward the Hymeneal altar, is strewn with thorns in the shape of objections from the young lady's father. Finally the "old man," accompanied by his daughter, is stranded on the golf links without his pipe feed. Enter suitor, from behind a convenient rock, bearing in his hand a sack of "Bull" Durham. The father's pipe is filled from this timely source of supply, and as the youth ambidexterously rolls a cigarette and gathers the girl into his arms the parental blessing is given. Then there is an insert showing at close range on the film how to "roll your own." This release has been produced as a part of the regular programme at some of the New York "movies."

## Cherry Elected to A. B. C. Vacancy

Walter B. Cherry, advertising manager of Merrell-Soule Company, Syracuse, N. Y., maker of None Such Mince Meat, has been elected a member of the board of control of the Audit Bureau of Circulations.

## Southern Trade Papers Combined

The *Tradesman*, of Chattanooga, has been purchased by the W. R. C. Smith Publishing Company, of Atlanta, and will be combined with *Southern Machinery* under the new name, *Iron Tradesman*.

## Recent Decisions of Interest to Advertisers

**Cases Involving Trade-Marks, Trade Names and Unfair Competition:** (Ky.) Where plaintiff distilled and sold whiskey under the trade name "Bonnie Rye," defendant's manufacture and sale of a whiskey under the name "Bonnie & Co., Rye," was an infringement, notwithstanding the fact that "Bonnie" was a surname and the word "rye" a generic term. It was shown that the label used on the defendant's whiskey was similar to that of the plaintiff in its most striking features. Defendant attempted to show a violation of Food and Drugs Act on the part of plaintiff, in labeling a blend of whiskeys of different ages, "whiskey," but the court held that even if such an act was a violation of the statute, it did not constitute such a fraud on the public as would deny the plaintiff the right to an injunction restraining trade-mark infringement. The Court also declared that while laches might defeat an action for damages, neither laches alone, nor limitation, is a defense to an action for relief by way of injunction. *Bonnie & Co. vs. Bonnie Bros.*, 169 S. W. 871.

(Iowa) Defendant in manufacturing spark plugs similar to those manufactured by plaintiff, held not guilty of unfair competition. The Court refused to enjoin the use of features necessary to the construction of a spark plug because they resembled those used by another. *Motor Accessories Mfg. Co. vs. Marshalltown Motor Material Mfg. Co.*, 149 N. W. 184.

(N. Y. Supreme Court) The defendant corporation, bearing the name "Rector's" and organized by a son of the original Rector, held entitled to advertise its restaurant as Rector's. *Hotel Claridge Co. vs. George Rector, Inc.*, 149 N. Y. S. 748.

**Restraint on the Use of a Trade Secret:** (N. Y. Supreme Court) A person employed to establish a card index system, who carried away a copy of the indices, was properly enjoined from using the information thus obtained; but the injunction must specify the secrets or the information he was not to use. *Oxypathor Co. vs. De Cordero*, 149 N. Y. S. 513.

**Breach of Contract By Salesman:** The breach of an agreement by a salesman not to accept any other employment in the same business for a specified time will not be enjoined in the absence of a showing that his services were of special value, or that he would reveal trade secrets. *Magid vs. Tannenbaum*, 149 N. Y. S. 445.

**Erection of Advertising Signs a Trespass:** (N. Y. Supreme Court) The trespass, by erecting advertising signs on a lessee's store, being continuous, it may be enjoined. This case involved the erection of signs on the roof of a one-story building, containing several different stores. That part of the roof over one of the stores was held to be part of the premises leased by the tenant, so that the landlord could not put advertising signs on that part of the roof nor permit others to do so without consent of the tenant. *Alfred Peats Co. vs. Bradley*, 149 N. Y. S. 487.



# Skinner's Satin's Pioneer Solution of Difficult Selling Problems

An Authorized Interview by Charles W. Hurd, with

William Skinner

Of William Skinner & Sons, Holyoke, Mass., New York, etc.

THE advertising problem that William Skinner & Sons, manufacturers of "Skinner's Satin," is every day solving is one full remove from the comparatively simple undertaking of getting the reader of the ad to ask for the article. It is a problem of the regular house-that-Jack-built model: it has to persuade the woman that reads the ad to ask the store that sells the cloak to ask the man who makes it to order his lining from Skinner.

lines confronted by a precisely similar problem! On paper it looks like storming the trenches on the Aisne. In practice it has—looking backward—the simplicity that every standard solution of a problem has.

It is a striking thing, when you come to think of it, that the founder of the business should have laid down exactly the right sort of an advertising programme for his product, way back in the middle eighties, at a time when the art of advertising was barely in the leaf.

He had begun, as early as 1881, to weave a red selvage in the fabric; but this having been copied by competitors, he then, in 1882, wove the name in the selvage—"Skinner's Satin"—and so marked it indelibly and inimitably. This practice originated with him—William Skinner & Sons were the first people to weave their name in the selvage of a fabric.

## FIRST AFTER CONSUMER

He was likewise the first in the line to advertise to the consumer—in 1886 or 1887—and in 1892 to advertise a guarantee. He was, up to his last day, a convinced and consistent advertiser.

It was not advertising alone that started the concern to success;

"Skinner's Satins" held and still hold an enviable place in the market. But, then, no advertising can be permanently successful unless there is downright worth in the goods; and in this case advertising certainly helped to recommend the goods to stores that



TYPICAL NEWSPAPER AD FOR WHICH ELECTROTYPE IS FURNISHED THE DEALER

What a forbidding task that would have seemed to the original William Skinner if he had not thought it all out for himself and moved on his own initiative! How many advertising solicitors are wrestling in vain with hundreds of manufacturers in many



# HOW ARE YOU

*Mr. Advertiser and Mr. Agency-man, planning to reach the motion picture public this year?*

REMEMBER it NOW represents America's buying public.

EVERY advertiser should appreciate the tremendous purchasing-power of the millions attending the photoplay theaters in this country.

Many national distributors have recognized this fact, and are represented in the March issue of the

## MOTION PICTURE MAGAZINE

National Biscuit Co.  
Eastman Kodak Co.  
Nestle's Food Co.  
Chas. William Stores  
Imperial Granum Co.  
Review of Reviews  
Columbia Graphophone Co.  
Bellas Hess & Co.  
Stafford Miller Co.  
E. T. Burrows & Co.  
Old Town Canoe Co.  
Funk & Wagnalls

International Correspondence Schools

CAN YOU afford to omit the Motion Picture Magazine from your 1915 list?

Forms for the Big April issue close February 15th; May issue closes March 15th.

FRANK G. BARRY, Advertising Manager  
MOTION PICTURE MAGAZINE  
171 Madison Ave., New York City

Boston and Chicago Representatives  
Bryant, Griffith and Fredericks

Guaranteed circulation—will mail you a detailed statement.

March, 1911	55,000
March, 1913	205,000
March, 1915	275,000

A page, \$250.

Classified, \$1.00 a line



**NABISCO**  
Sugar Waters

make an invincible appeal to the palate. These delicious drinkable products are made for the perfect occasion, the social gathering, the home.

ANGOLA—Delicious waters of chocolate-flavored granules, cream, baking powder, vanilla, orange, lemon, and other flavors. The taste is unique, the form is attractive, and the product is so convenient that it can be served anywhere and at any time.



**Make sure—**  
Write the date and the title on the negative with the exposure. Add the name of the photographer. Have for the negative.

**When Your Baby Is Grown Up**

THE best you give your baby now will affect him to the last day of his life. Whether he has the strong body and clear mind that some babies have depends upon you. The milk mother gives is the best, but if she is unable to nurse, even if he is nervous and thin, our babies grow from us by the use of our babies' food.

Train your baby for life-long health from the beginning. Give him the best milk as long as you can—then when him slowly on Nestle's Food.

**Nestle's Food**

NESTLE'S—because it is close to mother's milk, it keeps your baby healthy and makes him and herself.

**FREE** The Largest Spring Picture Book Published Write Today for Your Copy

The big 36-page book is full of stylish black and white photographs for both men and women.

In this book you will find dozens of all the latest fashions in the spring and summer. The new styles shown in the book will make you feel that you are up to date in your own wardrobe.

You may select your own copy, or you may have it sent to you. We will send you a copy of the book if you send us your name and address.

Get one of the first copies. Write today.

**Charles William Stores New York**



other linings find it difficult or impossible to enter. When Skinner's advertising began, it was far easier to popularize a trade-mark than it is to-day.

Speaking professionally, and with equal credit to the merit of the product and the co-operation of the retail and other trade, the Skinner achievement is the work of the women's magazines, because the house has never gone outside of them to any serious extent. One booklet, of recent issue, for mailing to inquirers; one dealer help, which has been discontinued; one street-car campaign in a small city; the usual trade-paper campaigning, and seasonal circulars to the trade—these are the only additional efforts. It has been a straight educational crusade, with large space, in the standard women's magazines.

#### MADE SELLING EASIER

What are the concrete results, aside from profits? First, it has made "Skinner's Satin" known to practically all women, and by them, as well as by the advertising, to department stores and the cutting-up trade. It is a help to the high-grade silk salesmen in Cleveland, Rochester and other big garment-making centers, in paying their daily visits to the trade. Some of the houses are using Skinner's exclusively, and advertising the fact. Other of the large houses are getting specifications daily for its use.

Similarly, the advertising "sweetens" the "city trade"—the city, of course, being New York. The city salesmen swing around from one to another of these thousands of garment-makers in the metropolis, carrying their armful of samples. It is a case of day-to-day buying. There are no quantity discounts; the price rate for a thousand is the same as that for a yard. Nobody buys ahead. The larger cutters-up order what they need in large lots, and the little fellows in small lots. When the season is on the travelers of all these manufactories are out on the road taking orders for a dozen cloaks or suits here and a dozen

there. Every day brings its orders, and the manufacturers order to meet this daily need.

On the surface, garment-lining does not recommend itself as a particularly happy selection for advertising. There is something, indeed, in the mention of silk or satin to stir the feminine imagination, and experience has shown that as a matter of fact the feminine world has been very responsive to the appeal; but there is no such chord to play on as the figured and flowered and brocaded silks provide. Plain satin lining is a staple. You cannot tease the imagination with many different thoughts about it.

Skinner & Sons do not attempt to do so in their advertising. They confine themselves largely to confident assertions of superiority, and they go on to playing up the trade-mark, the slogan, "Look for the name in the selvage," the size of the factory—one of the buildings being, it is said, the largest silk mill in the world under one roof. It is the history of the house of Skinner that is made to furnish the atmosphere. "The romantic story of Skinner's Silks and Satins is told in a beautifully illustrated booklet," the ads say.

William Skinner the elder came over from England at the age of 19 to take charge of a silk-dyeing plant in this country that was owned by English capital and was in need of expert management. The plant was in Massachusetts, twenty miles from Holyoke, at what afterwards became known as Skinnerville, on the banks of the Mill River. This was in 1848. The mill and all other silk mills until the seventies were engaged in the manufacture of sewing silk; broadsilks and satins didn't come till later.

#### BREAKING AWAY FROM JOBBER

The mill prospered and Mr. Skinner became one of the leading manufacturers in New England. By 1870 the industry had become important, and first one and then another manufacturer broke away from what was felt to be the tyranny of the jobbers and began to sell direct to the



stores and garment-makers, the latter being less numerous and important than they now are. Mr. Skinner was among the first to assert his independence. He opened wholesale salesrooms in New York, Boston, Philadelphia and Chicago. Salesrooms were afterwards added in other places.

Business was at a high mark, and the founder of the business had become a leading citizen of the commonwealth, a patron of local arts and charities, and a free-handed dispenser of hospitality and friendship, when, suddenly, without warning, a blow fell. The great Williamsburg reservoir, five miles up the river, gave way and a torrent swept the factory and the surrounding village away. Two hundred people perished. This was in 1874.

At nearly fifty years of age, Mr. Skinner began his business life anew. He started a new mill in Holyoke and made an important change in the weaving of satin, introducing "cotton backs" and reducing the cost of produc-

tion nearly one-third, which widened the market correspondingly.

A few years later came the branding, identifying and advertising.

It was in 1892 that the first guarantee was put out.

The unceasing attention to detail is further evidenced by the change made in the trade-mark three or four years ago. Very few advertisers care to tamper with their trade-marks. One of the officers of the Bon Ami Company, for example, recently described in PRINTERS' INK how the picture of a deformed chicken came to form its trade-mark and how the company has never dared to make the drawing right for fear the public would not recognize the made-over chick, or doubt the brand.

#### CHANGED DRAWING OF TRADE-MARK

No such fear haunted the minds of the present executives of the satin concern, William and Joseph Skinner, sons of the founder.

## 7 Books a Second is Some Shower!!

That's what we do—and right out here at South Whitley, Indiana—where you wouldn't think the calm was ever broken!

Inside our new plant, however, the voltage is high. The BIG AUTOMATIC, 1915 model, is turning 'em out 25,000 per hour! It's a Buzz of books!!

A 32-page book, size 6" x 9", cover in two colors—printed and bound in one operation quicker than you can *open your mouth* to say Jack Robinson! Price \$3.50 per M! The volume of output, the economy in men, machines and location pay you a handsome dividend. We have both *Quality and Quantity*.

We're proud to send you samples—write us.

**A-TO-Z PRINTING COMPANY 2nd  
SOUTH WHITLEY, IND.**



The latter had chosen for his trade-mark the head of a famous old Indian chieftain, Unquomok, of the Agawam tribe, which had once inhabited western Massachusetts. The picture was an old one, with some historical value, perhaps, but showing to little advantage against the increasing number of strikingly designed trade-marks that are appearing nowadays. So in 1911 a marked change was made in the old-fashioned, light line drawing, to

made, two or three feet high, to be sent out to the dealers and the cutting-up trade for advertising purposes. The words "Skinner's Satin" were over the top and the slogan, "Look for the Name in the Selvage," at the bottom. The plaques sprang into instant popularity and went out in large numbers. Requests poured in for them from the public also.

The house was pleased. But after a while, when it came to look around to see what had be-

come of them, it found a different condition. This was about the time when there was a rage for "dens" and their decoration, and the house found that hundreds of its handsome plaques had gone into dens and cosy corners, the advertising being painted off. One of the fraternal organizations found the plaques especially desirable.

After this experience, the house dropped the plaque and the trade-help idea.

#### STRAIGHT EDUCATIONAL CAMPAIGN

The national advertising in the women's publications is a straight educational campaign. Virtually every ad has for its border a picture of the selvage with the words "Skinner's Satin" on it, repeated over and over, and the slogan is driven

home in every ad. "Before you buy a suit or cloak or fur, look for the name in the selvage," it may say. "The sales clerk will gladly open up a few stitches of the lining if you request it." The suggestion is carried further in one ad by picturing the ripping of the stitches and the exposure of the selvage.

Other types of ads show dif-

**The Only Way  
to be Certain  
of Getting  
Skinner's  
Satin**

**MANUFACTURERS** of suits, cloaks and furs know that Skinner's Satin is one of the strongest recommendations a garment can have. They are careful, therefore, to leave some of the Skinner selvage in every garment they line with

**Skinner's  
Satin**

The retail store that orders the garments, and you, the final purchaser, thus have absolute proof that the lining is the genuine Skinner's Satin and not some worthless adulterated satin that will soon go to pieces.

Before you buy a suit or cloak or fur, look for the name in the selvage. The salesclerk will gladly open up a few stitches of the lining if you request it.

Skinner's Satin is guaranteed to wear two seasons. If it does not, send the garment to any of our stores and we will return it free of expense.

Write for samples of some of the beautiful new shades. Address Dept. 5.

**William Skinner & Sons**  
Co. Fourth Ave. and 17th St., New York City  
New York Chicago Philadelphia Boston  
Ritts, Haverhill, Mass. Established 1845

The Satin Lining  
in this garment is  
**Skinner's Satin**  
and is guaranteed  
"WASHABLE"  
"WASHABLE"  
"WASHABLE"  
**William Skinner & Sons**  
"Look for the Name in the Selvage"

*"Look for  
the Name  
in the  
Selvage"*



SPECIMEN OF MAGAZINE COPY USED THE LATTER PART  
OF 1914

give it body as well as human interest. The improvement was undeniable. Nor is there any evidence that the change has been injurious in the slightest degree.

The only experience the house has had with dealer-helps concerns this trade-marked head of the Indian. When the change took place, the house had some handsome lithographed plaques



## It was up to us to do it—

So many of our friends asked us, so many of our clients insisted, that

We *had* to solve the way to link the distribution of merchandise with the most popular institution of the day

## The Movies

So we have arranged to furnish manufacturers and dealers, on exclusive contracts—one in each line and territory—with “movie” ticket coupons.

The face value of the coupon can be fixed by you, but our plan is so worked out that various multiples of a ticket can be collected and given to any exhibitor of moving pictures, in one unit, for a five cent admission.

*The ticket is guaranteed to be as good as gold, to the exhibitor, by a concern having millions of dollars constantly employed in their business relations with exhibitors, in every town in this country and Canada.*

We will be glad to give you details if you will write or, better still, wire at our expense, your reservation in your line and territory.

**ROBYN-KANDER SERVICE**

MALLERS BUILDING

CHICAGO, ILLINOIS



## \$1,000 FOR A SALES MANUAL



*What one man  
can do for your  
business*

WHEN South Bend Watch Sales lagged, C. R. Seelye's sales manual jacked up sales—made the salesforce more efficient—increased their selling and earning power and established a new record for high priced watches.

It was planned and written after weeks of careful study in the field, with the men—not from theory but FACT.

Sheldon pronounced it the best example of dealer co-operation in America.

When sales stood still at New Era Mfg. Co. Seelye's sales plans, methods, letters, sales manual—sent sales ahead by leaps and bounds—established distribution in months that would require years of ordinary effort.

He gave the A. D. S. a sales idea that they are working now. We have it on good authority that the success of the first part of the plan that was put into execution startled the executive members of that organization.

He is completing now the standardization of selling methods for

the greatest and fastest growing of the moving picture successes—World Film Corporation.

Mr. Seelye's services as sales expert and adviser are offered as part of Sterling Service to its clients—or as a separate unit.

His charge for a sales manual based on actual work and experience in your field with your men is \$1,000.

We shall be pleased to consult with you on the possibilities of Sterling Service in your business—or for the engagement of Mr. Seelye for specific work

## STERLING ADVERTISING SERVICE

TELEPHONE ...

BRYANT 6490

AEOLIAN BUILDING · New York

35 West 42<sup>nd</sup> St



ferent uses for the satins, as for bathing suits, or exploit the size of the company, its age, its romantic history, etc., but always the story comes back to the all-important advice—"look for the name in the selvage."

Occasionally there have been little campaigns along special lines. One of these was on behalf of what are known in the trade as "pure dye silks." Some silks are adulterated in the process of dyeing with a deposit of tin or other metal which gives them a weight and apparent body they did not have before. Such silks are called "weighted" silks, are cheaper and do not wear well. The best silk houses do not "weight" their silks, but wage a fight against the practice. The Skinner company warns the women against this in almost every advertisement and in the booklet it sends consumers who write for samples it explains how they can tell the difference between "pure dye" silks and "weighted" silk by burning or cutting a sample.

#### KEEPING SUBSTITUTION AT MINIMUM

The fight against substitution is pursued outside of the advertising in both a positive and negative way. The guarantee labels are given out to the cutting-up trade with the lining, a label to every  $2\frac{1}{2}$  yards. It often occurs, in some quite inexplicable fashion, that in some retail stores the labels turn up on coats lined with other satins.

The house employs the usual professional shopper to ferret these cases out and then brings it to the attention of the dealers, who invariably protest their entire ignorance of the matter and promise to exercise the greatest caution in the future. The practice is annoying but not flagrant, and under the policy of firmness with leniency it has been kept down to a minimum.

#### Will Represent Farm Paper

The Hopkins Special Agency has been appointed to represent *Colman's Rural World* in New York, and J. D. Ross will act as Chicago representative. The paper is published in St. Louis.

### Effect of War on German Advertising

"During the first weeks of war," writes George R. Witte in the *Chicago News*, "the Berlin newspapers carried no advertising at all. The prominent newspapers consisted of only four pages of war news. But now the advertising is increasing day by day and it is expected to be normal in a month or two."

Most of this advertising, Mr. Witte says, pertains to the war. Many concerns are advertising articles suitable for gifts to soldiers, similar to that run by the Waltham Watch Company in the Canadian papers prior to the sailing of Canada's first contingent of troops. War conditions have also filled the classified columns with various for-rent and for-sale ads resulting from war conditions. Photographers are also using generous space to secure the business of soldiers about to leave for the front.

"Last but not least," the article concludes, "come the personal advertisements, in which deaths are announced, most of them of men who have fallen on the battlefield. Some of the papers day after day publish pages of these advertisements, the announcement enclosed in a heavy black border surmounted by a facsimile of the iron cross.

These advertisements are usually short and impressive, such as: "On the 17th of November our dear son was killed while fighting for his fatherland." Others are longer and are signed by all the mourning relatives. Large firms and associations publish in rolls of honor the names of employees who have been killed.

#### Eddy Joins Studebaker

Clayton A. Eddy, advertising manager of the Detroit Stove Works for five years and in the same capacity with the Toledo Computing Scale Company for the past two years, has joined the advertising department of the Studebaker Corporation, where he will have charge of the sales correspondence and assist in editing the "Studebaker News."

#### "Sanasol," a Health Salt, Ad- vertised

Arthur Peter & Co., Louisville, Ky., are using 400-line newspaper ads to sell "Sanasol" (Health Salt). The copy is typical cold weather copy, suggesting the salt as a preventive for colds. It is illustrated with a picture of the carton and the bottle.

#### Ice Cream Freezers Will Be Advertised

The advertising of the White Mountain Freezer Company, of Nashua, N. H., will be placed this year by the Walker, Longfellow Advertising Agency, of Boston.



# What Is the Maximum Profitable Market for Medium and High-Grade Goods?

How to Find the Minority Who Are Possible Customers and Available for Cultivation by Advertising

THE advertising manufacturer is very apt to think of 100,000,000 people as his possible market in this country.

But to gauge a sales opportunity, to lay out a campaign or to check up results by so sweeping a standard is to deceive one's self.

The population of this country is between 90,000,000 and 100,000,000. But the market for any manufacturer—no matter what the product—is but a minority. The job is to find out how large that minority is—and how to reach that fraction without wasting money and effort on the unavailable majority.

The tests to be applied in planning the sale of any product are:

(1) How many people could use the product.

(2) How many of these can afford it.

(3) How many of these can profitably be reached by both the news and the product.

This is far different from the guesswork method employed by many. And when these tests are applied it is amazing to see how the field narrows. It is also gratifying to find that the problem of salesmanship is vastly simplified.

No product can support intensive selling effort in every nook and cranny of the nation. The expense would be prohibitive. The problem is to determine what to reject—what classes of the population, what geographical sections, what avenues of trade—then to concentrate selling effort on the rest. This demands, above all, careful study of the population figures.

The population as given by the census of 1910—which must be used as the basis in default of

more recent figures—is 91,972,266 people.

Broadly speaking, this population may be divided on the basis of:

(1) Race and nativity.

(2) Distribution and density.

(3) Wealth and general commercial and social conditions.

The first means of reducing the 92,000,000 to intelligible and workable figures is to put it in terms of families. It is to be remembered that of our 92,000,000 only 60 per cent are adults and that these are gathered together into households. The child is supplied through the parent, and most of the family budget is spent through family channels, not individual channels. The family is the "consumer." There are exceptions, such as chewing gum, which is sold to the individual, and to children as well as to adults. But for most products the family, not the individual, is the unit purchaser.

Our first step, then, is to cut the number of "consumers" from "92,000,000 people to 20,255,535 families.

From this point many factors enter into the analysis. Limitations of the market continue to be forced by such influences as race, literacy, language spoken, wealth, social conditions, accessibility to trade influences, etc.

It will be found advantageous to make the analysis in terms of advertising possibilities, recognizing the integral place of advertising in any broad plan of selling. This involves literacy and the habit of reading, and makes colored races the first element to be eliminated. There are 10,000,000 of these—more than 2,000,000 families. As a whole, the colored peoples have fewer wants, lower standards of living, little material prosperity and are not



# Mallory, Mitchell & Faust Have Just Published "Modern Merchandising" an Epoch Marker in Advertising!

The First Authoritative Work on the Relation of Advertising to Selling

Mallory, Mitchell & Faust, Inc., Advertising Agents, Security Bldg., Chicago, Ill., have covered the subject of Merchandising comprehensively but briefly in their new book "Modern Merchandising."

And it is their desire to place this book, without charge, in the hands of sales managers, advertising managers and executives, no matter where located.

"Modern Merchandising" defines Merchandising.

It denudes the subject of mystery and discusses the relation of advertising to sound business practice.

It establishes the niche that advertising shall occupy in marketing merchandise. "Modern Merchandising" is the kind of book a business man may read and study and enjoy for its saneness, its fairness and its value.

It is published to advertise the highly trained talent of a successful advertising agency. But its presentation of merchandising elementals is none the less authoritative.

It is not a universal solicitation for advertising accounts, though one of its purposes is to attract clients.

Following are paragraphs that will indicate the character of this newest contribution to business literature:

*MERCHANDISING embraces every marketing process involved in getting a commodity from the factory to the consumer.*

But *Merchandising* Service cannot be done up in a package and delivered to the Advertiser like an Artist's Sketch, a Half-tone Plate or a piece of Printed Literature. For it includes productive Counsel. And it embraces *physical* as well as *mental* effort. It offers Practical Help in Distribution, in Selling, in Utilization of Advertising, in Stimulating a Lagging Sales Force. It holds out a real Helping Hand to the Advertiser and his Organization. True Merchandising Service is far more than theory and Office Practice. It embraces constant and active field work. The men who offer it can have mastered it only through long, active experience and careful, thorough work.

\* \* \*

Nearly all big advertising successes are primarily due to thoroughness.

\* \* \*

The fact that *some* manufacturers do not thrive with the Jobbing System does not justify condemnation of the Jobber. It is more apt to include *lack of adjustment* on the manufacturer's part.

\* \* \*

If ever a Mallory, Mitchell & Faust man calls upon you he will be a Merchandising man, not a Solicitor; a man versed in the practical knowledge of marketing merchandise.

\* \* \*

Write on your business stationery using your business title, to

**Mallory, Mitchell & Faust, Inc.**  
Advertising Agents  
8th Floor Security Building, Chicago



At The Meeting of The  
BOARD OF CONTROL  
of the  
**AUDIT BUREAU OF CIRCULATIONS**



it was unanimously resolved that a public announcement be made expressing the appreciation of the Board of the work the organization has accomplished in the first half year of its existence.

Nearly one thousand members having enrolled, it was the hope of the Board that during the year 1915 every advertiser, advertising agent and publisher of magazines, newspapers, farm, class, trade and technical journals, would avail themselves of the co-operative work of the Bureau to put circulation on a commodity basis.

It was also resolved that a series of informatory announcements should follow this notice of the work and progress of the Bureau.

Complete information regarding the service of the Bureau furnished by addressing Russell R. Whitman, Managing Director, Audit Bureau of Circulations, 330-334 Railway Exchange Building, Chicago



generally responsive to the same influences as the whites.

Only 27 per cent of them live in cities, and the rural negro in particular has but infrequent access to reading matter and therefore to advertising in newspapers and periodicals. The total market, then, becomes 18,106,075 white families.

There are more than 13,000,000 foreign-born people in this country. But most of them cannot be reached by the same means as are used for reaching the native whites. Only 3,000,000 of them—less than 25 per cent—are naturalized; more than 55 per cent are Slavs and Latins. More than 20 per cent have been in this country less than five years. Only 40 per cent have been more than fifteen years.

A large percentage of the foreign born, therefore, cannot be reached through the same channels of advertising as are the English-speaking. The fact that there are 1,100 foreign-language publications in the country indicates this.

There are many exceptions, of course.

The people who have come here from some foreign countries are now as completely American as any of us. But to offset these we have (1) a large number of illiterates among the native white families themselves, (2) a large number of families listed as "native white" in which one of the two parents was born in a foreign country and is not likely to be susceptible to the same influences as the native white.

It may be assumed that these offset the wholly Americanized foreign born, and we may fix the size of our possible market as identical with the number of white families in which one or both parents were born in this country. This gives us 15,158,322 native white families.

The next significant division is by types of communities. This will indicate the availability of the population for cultivation, as it has some bearing upon the selection of mediums, and will also affect the sales organization.

Commercial conditions depend largely upon density of population, which is necessary to the maintenance of considerable markets and of transportation facilities for moving products. Great buying power, therefore, is found in the denser districts—and a greater need for the majority of manufactured products.

It is therefore advisable to consider population in respect to its accessibility. This applies particularly to products which must be sold through branch depots, or with the enthusiastic co-operation of retail merchants. The manufacturer of a general commodity who cannot cultivate intensively the entire native white population will logically concentrate his first effort upon that portion of it living in and about cities.

There are 6,710,344 native white "urban" families and 8,447,978 native white "rural" families.

By the United States census, all persons living in towns of less than 2,500 are classed as rural residents, and all others are called urban. For purposes of trade, however, this division is deceptive. The natural division is by habits of thought and commercial pursuits. We are apt to misunderstand the term "rural" and class all rural lovers as farmers. Many persons live in the neighborhood of the city, trade there and have city standards, but are classed as rural because their home community is small. For example, metropolitan New York contains a "rural" population of 182,000.

Investigation of metropolitan communities shows that in so-called rural districts closely surrounding the big cities there is a suburban population equal to 5 per cent of the city's total. Where the population is dense, interurban transit facilities widely extend these bounds and this influence. It is broadly estimated that for most products 30 per cent of the entire "rural" population may be considered as more or less accessible and susceptible to the same trade influences as the urban. This would mean roughly 30,000,000 native whites in cities and 12,000,000 in the accessible suburbs and rural



districts—or a total urban market of 42,000,000 (1) who are susceptible to such advertising as is represented by *The Saturday Evening Post*, (2) who are likely to have highly developed wants, and (3) whose retail stores may readily be reached from metropolitan branch selling depots or by traveling salesmen.\* In terms of families, this gives us 9,200,000 native white families accessible to urban trade influences.

The next consideration is one for which exact statistics are not available. It is that of incomes and wealth.

The income tax statistics do not help us much, because no returns are required of persons receiving less than \$3,000 incomes per year. This limitation is set far too high for the purposes of the average manufacturer, for his market will comprehend millions of families receiving much less than that per year.†

For our purpose the best sources are those which have been selected by Prof. F. H. Streightoff in a comprehensive study published by Columbia University. The details of his figures need not be entered

\*It should be clearly understood that the purpose of the present discussion is to indicate a basic method for determining the market. To make specific application to a particular product, the basic method will be the same, but there will in each case be variants which will be obvious to the individual manufacturer.

†The income tax returns for 1914 were recently announced. They cover a period of but ten months. For greater clearness, the classifications in the table below are raised to their twelve-month equivalents. The returns indicate that, reckoned on a yearly basis, the distribution of incomes was as follows:

44 over \$1,200,000	91 from \$800,000 to \$1,200,000
135 over 600,000	44 from 480,000 to 600,000
179 over 480,000	84 from 360,000 to 480,000
263 over 360,000	94 from 300,000 to 360,000
357 over 300,000	145 from 240,000 to 300,000
502 over 240,000	311 from 180,000 to 240,000
813 over 180,000	785 from 120,000 to 180,000
1,598 over 120,000	998 from 90,000 to 120,000
2,596 over 90,000	2,168 from 60,000 to 90,000
4,764 over 60,000	2,427 from 48,000 to 60,000
7,191 over 48,000	4,558 from 36,000 to 48,000
11,749 over 36,000	4,164 from 30,000 to 36,000
16,913 over 30,000	6,187 from 24,000 to 30,000
22,100 over 24,000	11,977 from 18,000 to 24,000
34,077 over 18,000	26,188 from 12,000 to 18,000
60,265 over 12,000	101,718 from 6,000 to 12,000
161,983 over 6,000	114,484 from 4,000 to 6,000
276,467 over 4,000	79,426 from 3,000 to 4,000
355,893 over 3,000	

There were also 1,705 who had over \$3,000 gross, but less net income when exemptions were recorded, making 357,598 having incomes exceeding \$3,000 all told.

into here. A brief quotation, however, will be valuable:

"A consideration of the evidence found in all the available reports leads to the conclusion that in 1904, and probably at the present time, at least half of the males aged sixteen or more, engaged in gainful occupations, were earning less than \$626 a year. This statement cannot be considered a description of the distribution of incomes, for there is sometimes a wide difference between the earnings of the head of a household and its actual receipts. [The average number of persons gainfully employed per family is 1.82.] It neither refutes nor confirms the belief of Dr. Spahr, that in 1892, 11,000,000, or seven-eighths of the American families, had incomes under \$1,200, but it is interesting to note that of nineteen and a half million men tabulated hardly one-twelfth were annually earning more than \$1,000 (or \$1,043).

"This estimate of at least one-half the adult males earning less than \$626 per annum is in perfect harmony with the results of Professor Nearing, provided his rather questionable deduction for unemployment be ignored."

The variance between urban and rural conditions can only be estimated. Rural incomes are, as a rule, smaller than city incomes. Farm produce decreases the necessity for cash, so that with rural



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A REMARKABLE ADVERTISING  
OPPORTUNITY IN

**The Evening Post**

NEW YORK

WE HAVE in preparation for publication on Thursday,  
February 25th

**THE WOMAN SUFFRAGE NUMBER**

of THE EVENING POST which will be edited by women especially appointed for this purpose by the International, National, State and allied Woman Suffrage organizations.

Last year the interest in this number was enormous, twenty thousand copies being sold in the street by Woman Suffrage representatives, and ten thousand copies being sent by mail, the distribution for the day being more than thirty thousand in excess of THE EVENING POST's regular circulation.

An enormously increased sale is provided for this year.

**WITHOUT INCREASE IN RATE**

advertisers will secure a tremendously increased circulation of EVENING POST readers. The advertising will reach all the regular subscribers to THE EVENING POST, as well as a splendid audience of the most influential women of New York City and throughout the country to the number of probably fifty thousand.

As the demand for advertising space will be very large and best care can be taken of those advertisers whose reservations are made promptly, we suggest that you communicate with us today, indicating the amount of space you wish to have reserved.

THE EVENING POST, 20 VESEY STREET, NEW YORK

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For intensive cultivation of the fertile advertising fields in the six Northern states, concentrate in the

## DAILY NEWSPAPERS OF NEW ENGLAND

CONCENTRATE your advertising in New England first. It is the logical place to start, easy to cover by a salesforce, has receptive dealers, good daily newspapers to carry your message, and an affluent class of citizens who have the money to buy the good things they want and the backbone to insist, if necessary, to get what they call for.

One of the country's most successful advertising managers says the greatest element of his success was: Concentrating our advertising on a single section or market until it had been put into remarkably good shape.

Any of these twelve cities will make a good starting point, and it is suggested that you write these papers regarding trade conditions, etc.

### LYNN, MASS., ITEM

Daily Circulation 15,261.  
Population 89,336, with suburbs 100,000.

### NEW BEDFORD, MASS., STANDARD AND MERCURY

Daily Circulation 23,079.  
Population 97,000, with suburbs 120,000.

### SALEM, MASS., NEWS

Daily Circulation 20,021.  
Population 43,697, with suburbs 150,000.

### SPRINGFIELD, MASS., UNION

Daily Circulation 29,591.  
Population 88,926, with suburbs 250,000.

### WORCESTER, MASS., GAZETTE

Daily Circulation 24,626.  
Population 160,123, with suburbs 200,000.

### HARTFORD, CT., COURANT

Daily Circulation 16,800.  
Population 98,915, with suburbs 125,000.

### NEW HAVEN, CT., REGISTER

Daily Circulation 19,414.  
Population 133,605, with suburbs 150,000.

### MERIDEN, CT., RECORD

Daily Circulation 8,464.  
Population 37,265, with suburbs 60,000.

### WATERBURY, CT., REPUBLICAN

Daily Circulation 8,783.  
Population 73,144, with suburbs 100,000.

### PORTLAND, ME., EXPRESS

Daily Circulation 20,944.  
Population 58,571, with suburbs 75,000.

### BURLINGTON, VT., FREE PRESS

Daily Circulation 10,014.  
Population 20,468, with suburbs 40,000.

### MANCHESTER, N. H. UNION AND LEADER

Daily Circulation 27,705.  
Population 75,063, with suburbs 150,000.



residents a given income represents a larger scale of possible purchase than the same income in the city. It is estimated that 20 per cent is spent by city families for food alone. This would suggest that a rural income of perhaps \$850 would be equivalent to an income of \$1,000 in the larger cities. Considering all the evidence presented, including the items of income from property and from investments, and also the fact that most families have more than one wage earner, it is certainly safe to say that not half of the native white families in the United States have incomes of \$1,000 or its equivalent in purchasing power.

This is extremely conservative. Probably the number below the \$1,000 line is far greater than one-half.

But if we divide our figures by two we shall not be deceiving ourselves by making too radical a reduction.

It is certainly safe to say also that practically all of the circulation of high-class advertising mediums is among the families having incomes of \$1,000 or more.

Dividing our last figure in half (9,200,000 native white families accessible to urban influences), then we obtain the final total of not more than 4,600,000 accessible native white families with annual incomes equivalent to \$1,000 or more.

This would seem to be the maximum market which it is profitable to cultivate by advertising for most medium and high-grade goods.

### Another Lumber Association to Advertise

At the annual meeting of the Northern Pine Manufacturers' Association, at Minneapolis, recently, action was taken endorsing a plan for advertising Northern and Western pine, to be started with an appropriation of \$80,000 to \$75,000 a year. An assessment of ten cents a thousand on Northern and Western pine output was proposed for this work, which would involve a campaign including farm, architectural, home-building and contracting journals. The plan is to become effective as soon as a billion feet of production is represented. T. S. Whitton, Winton, Minn., is president of the Association.

## THE EVENING EXPRESS

is alone in the afternoon field in Portland. The superb newspaper service that it gives to the people of this city leaves no field for competitors. This permits an advertiser to cover the Portland field well at a fair rate by the use of One paper—the Evening Express.

*Largest Daily Circulation in Maine*

*Largest Display Advertising*

*Largest Classified Advertising*

## PORTLAND

*The Jobbing Centre*

## MAINE

is one of the finest cities in New England from both a residential and industrial standpoint. The thoughtful advertiser who figures to spend much or little in 1915 would do well to include Portland in his list of advertising activities.

**JULIUS MATHEWS**

*Representative*

## Highest Efficiency



In advertising results gained in two months through a powerful distributing force for a big corporation. It outstripped in results their other forms of advertising.

We can now outline the same buying force to other manufacturers and retailers in non-conflicting lines.

The expense is practically nothing unless the success (which can be keyed) is large and profitable.

**MAGNUS ASH**  
225 Fifth Ave., New York City



## Model Statute Pending in Seven States

**T**HE PRINTERS' INK Model Statute has been introduced in the legislatures of West Virginia, Missouri, Maine, Texas, Oklahoma, Colorado and California. Plans are being made for its introduction in North Carolina, Arizona and Tennessee. The Boston Chamber of Commerce is working to secure the amendment of the Massachusetts law so as to bring it into line with the more adequate laws against fraudulent advertising. Such is the record for the legislative session of 1915, so far as it has been reported to PRINTERS' INK.

The various bills have the unqualified support and endorsement of the local ad clubs affiliated with the Associated Advertising Clubs of the World as well as of the National Vigilance Committee and various boards of trade and commercial organizations. The Associated Clubs of Texas are carrying on a vigorous campaign for the Texas bill, and the Oklahoma City Ad Club and the Oklahoma State Retailers' Association are active in support of the Oklahoma measure. The Los Angeles and San Francisco clubs are co-operating in urging the adoption of their bill, and a similar report comes from Kansas City and St. Louis.

Naturally enough, the opposition which has developed is of the same sort, and comes from much the same sources, as that which appeared against the laws which were passed in 1913. An attempt was made in Oklahoma to get the ad club and the retailers' association to endorse a substitute bill—containing, of course, the hoary-headed joker in the form of the word "knowingly." A letter from PRINTERS' INK was read at the ad club meeting, however, and the substitute bill was promptly rejected. W. V. Crawford, secretary and treasurer of Sanger Brothers, Waco, Texas, sends a copy of a form letter addressed to the newspapers of

Texas, by James T. Wetherald, of Boston. Mr. Wetherald is the advertising agent for the Lydia Pinkham Medicine Company, and his letter reads as follows:

### TEXAS LEGISLATURE HOUSE BILLS NOS 32 AND 86

Gentlemen:

Won't you please get copies of these two bills at once, as they propose to regulate advertising in Texas.

These bills should, if they are necessary at all, be amended so as to read—any person *knowingly* cause to be printed, etc.—or with *intent* to mislead or deceive, etc.

The bills as they now read disregard entirely the elements of intent and might work great injustice in many cases. No man should be punished for an offense unless "knowingly" committed.

Won't you kindly take this matter up with your Representatives at the State House with the idea of protecting your interest and ours?

It is evident from reports from various sources, that the opponents of legislation against fraudulent advertising have practically abandoned the idea of fighting it in the open, and instead are trying by various means to secure the introduction of the word "knowingly"—thus making it extremely difficult to enforce the law. Members of ad clubs and other organizations interested in the progress of this movement against fraudulent advertising should be particularly watchful against such attempts.

### Gillette Earnings in 1914

The net earnings of the three Gillette safety razor companies—American, English and Canadian—were \$1,671,768 in 1914, a gain of 21.9 per cent over 1913. After deducting preferred dividends the balance amounted to 19.4 per cent earned on the common stock as against 14.6 per cent in 1913.

### Ewing & Miles, Inc., Gets Two New Accounts

The advertising accounts of S. Dalsimer & Sons, Philadelphia, and the Tindale Manufacturing Company, New York, have been secured by Ewing & Miles, Inc., New York.

### Dumars Will Represent "People's Home Journal"

J. E. Dumars has been appointed to the staff of the *People's Home Journal*, and will represent that publication in New York State and New York City.



## ARE YOU THE MAN?

**WE** have an important opening for a man who has successfully directed the sales of a nationally advertised product.

We want an aggressive, energetic merchandising man who has already made good in a big way. He will find this a chance to do even bigger things in a broader and more lucrative field.

The right man will receive a liberal salary. He will have the backing of an efficient and progressive organization with every facility for rendering its clients efficient service.

Please address in writing. All communications will be kept in confidence.

# ATLAS

## Advertising Agency

450 Fourth Ave., N. Y.



# PRINTERS' INK

*Registered U. S. Patent Office*

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 1030-1-2-3 Madison Square. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

New England Office: 1 Beacon Street, Boston, JULIUS MATHEWS, Manager.

Atlanta Office: Candler Bldg., GEO. M. KOHN, Manager.

St. Louis Office: Third National Bank Building, A. D. MCKINNEY, Manager, Tel. Olive 83.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy. Foreign Postage, one dollar per year extra. Canadian Postage, fifty cents. Advertising rates: Page, \$60; half page, \$30; quarter page, \$15.00; one inch, \$4.90.

JOHN IRVING ROMER, Editor.

NEW YORK, FEBRUARY 4, 1915

## Going "Over the Heads" of Superiors

Anyone who has been connected with a large corporation knows that there are certain deeply rooted traditions which prescribe the conduct of members of the organization. One of those traditions is to the effect that no member of one department shall deal direct with a subordinate in another department, but shall transact his business through the department head. A second tradition, even more firmly established, declares that no one shall go "over the head" of his immediate superior, unless he is specifically invited. It is a serious breach of discipline for a salesman to carry a grievance straight to the president or the general manager, or for a department head to appeal to the board of directors. Both doctrines are pretty firmly established, as more than one individual has discovered in attempting to disregard them.

It is interesting to note, therefore, that so prominent a concern as the United Cigar Stores Company has officially declared its

repudiation of the last mentioned doctrine. In a communication signed by President C. A. Whelan, and addressed "to all United salesmen," we find the following paragraphs:

"Recently an official of this company received an unsigned letter from one of our salesmen. The reason given for withholding the signature was, the writer said, that he 'was afraid if he were known, it might cause hard feelings on the part of the sales manager.'

"I believe few of our men have this idea, but in case you are laboring under this impression, I would like all of our men to know that they have the privilege of addressing by letter or communicating in person, on any subject, with any one of our officials or heads of departments *without fear of consequences*, due to the attitude of a sales manager or superior.

"I believe that our sales managers are broad enough not to take offense because of any difference of opinion between them and their men.

"Should there be occasional instances of this kind, however, I can assure you that no harm will come to any of our salesmen, because of the narrow view of a sales manager, or any one else.

"Our officials and heads of departments are at all times glad to get criticisms and suggestions from our men on the 'firing line.'

"Let this be an invitation to you to give us your ideas freely and frankly.

"When you think you can improve the business or have criticisms which are either your own or have been made by your customers, come to us with them.

"Should you think that you personally have been unfairly treated it is your privilege to take the matter up."

The idea has its attractive aspect, and it also presents several rather obvious drawbacks. Of course the ultimate result will depend upon the response to the invitation, and the manner in which the appeals are handled. We fancy the experiment will be watched with a good deal of interest by executives in other lines.



**Canada's  
"Made in"  
Movement  
and What  
Happened**

In connection with the discussion of the "Made in U. S. A." movement, we have pointed out more than once the fact that it is a question of national importance, upon which it is the duty of every business man to have an opinion. To aid in the formation of intelligent conclusions we endeavored to present the evidence from all sides of this live and pressing problem. We are now able to supplement that evidence with certain facts regarding the status of the corresponding movement in Canada, which have been given to PRINTERS' INK by a man who has been in close touch with that movement from the first.

The "Made in Canada" movement started early. In the first weeks of the war the Canadian Manufacturers' Association ran a series of newspaper pages for the purpose of inspiring confidence, the heading of which was "Keep Canadian Workmen Employed." A fund of \$25,000 was expended for this purpose. A little later the Canadian Home Markets Association, a group of 400 manufacturers who are also members of the Manufacturers' Association, inaugurated a campaign of publicity, urging the purchase of Canadian-made goods. It was purposed to spend \$90,000 in this campaign, to be raised by assessment on the members. In addition to the purchase of advertising space, a series of exhibitions of Canadian-made goods was planned, and the assistance of local trade organizations was enlisted.

Such is the general outline of the campaign, which at first had the enthusiastic backing of the publications and the public generally. But as time went on the enthusiasm was somewhat dampened by events. Publishers noticed a tendency among contributors to the fund (and many who were not) to curtail their own individual advertising. The Canadian manufacturer reasoned that, inasmuch as the consumer was being strongly urged to buy only Ca-

nadian goods, he did not need to put so much effort behind his particular brand. "Made in Canada" on his package would take the place of considerable periodical space, he thought, and he straightway proceeded to act upon the assumption. Furthermore, advertisers whose goods are made in the United States began to show signs of dropping out of Canadian publications. "Conditions are not favorable for Canadian advertising just now," they said.

And from the consumer's standpoint, too, there were drawbacks. After a consumer had purchased Canadian tooth-paste at 25 cents in place of Colgate's at 20 cents; and Canadian hose at 50 cents in place of Holeproof socks at three for a dollar, he began to feel that his right to purchase according to his own best interest was being invaded. Indeed, so strong did that feeling on the part of the consumer become that it was found necessary to change the slogan throughout the entire campaign to read: "When quality and price are equal, buy Canadian goods."

Even from the standpoint of the manufacturers, the movement was not without its drawbacks. Canada, like the United States, depends for a substantial part of its revenues upon import duties. If the public were to be educated to demand only Canadian-made products, a larger proportion of the imports would cease to arrive, and that would mean either the imposition of some other form of revenue tax or the raising of the duty on the raw materials which Canadian manufacturers are obliged to import for their own use. Neither alternative could be regarded as a thing to be desired.

Lastly, from the standpoint of the Canadian Government, as representative of the whole people, there were difficulties. There are in Canada approximately 500 factories which are branches of parent concerns located in the United States, like the Eastman Kodak Company, the Sherwin-Williams Company, the General Electric Company, and so on. Those con-



cerns have invested more or less American capital in Canada, and they employ large numbers of Canadian workmen. Canada wants more of such concerns, and the creation of prejudice against goods made in the United States is not going to be regarded as a very cordial invitation.

Of course, the situation of Canada is not quite parallel to that of the United States, but her experience is none the less worth serious consideration. Before we lend our enthusiastic support to any "Made in U. S. A." movement we will need to convince ourselves very thoroughly that conditions are so different on this side of the border that it will not result in general doubt as to its value.

### **Profits and the Volume of Production**

At the annual meeting of the stockholders of Swift & Co., President Louis F. Swift announced that the net profits for the past year amounted to \$9,450,000. At first sight that seems a pretty substantial addition to the meat bill of the country, but when President Swift analyzes it for us we find that it represents earnings of 2 1/5 cents for each dollar of sales, and less than one-quarter of a cent per pound of product. Of course, it is the tremendous volume of sales which enables the company to do business on so narrow a margin, and it is utterly misleading to quote the aggregate profit without at the same time stating the volume of business upon which it was earned.

That relationship between profits and volume of business is not nearly so well understood as it ought to be. Particularly among the critics of standard, advertised goods is it ignored. The opponents of price-maintenance seem never to have heard of it. They are determined to regard the expenditure for advertising as a "tax," and declare that the manufacturer who asks to maintain his resale price is only seeking to "gouge" the consumer.

"What about Ford?" a member

of the Committee on Interstate Commerce asked President Joy of the Packard Motor Car Company, at one of the hearings on the recent anti-trust legislation.

"Mr. Ford is a genius in mechanical designing," was the reply, "and he hit upon the idea of just this type of a car for everybody to use at \$800 or \$900, at first, and he got enough money to expand his factory and increase his product and drop his price. He kept constantly lowering the price and increasing his facilities, and his business grew at such a pace and there was such a profit, on account of the demand, that he could spend enormous sums of money in devising ways and means to make it cheaper. He could throw away fifty or a hundred thousand dollars' worth of tools or fifty thousand or a hundred thousand dollars' worth of buildings. Nothing amounted to anything if he could wipe it all out and stick at something that would enable him to produce the thing cheaper."

Nobody would be likely to maintain that it is a hardship to the individual consumer to allow Swift & Co. an average profit of a quarter of a cent a pound on its product, and probably the individual buyer of a Ford car does not worry a great deal over the "tribute" he is paying to the manufacturer. But the figures which show the total profits are impressive, and can be used for divers ends. What we would point out is this: that anything which seriously interferes with the *volume of production*, makes it harder to reduce the price, and makes it more and more probable that the *rate of profit* will have to be raised.

### **Kimball Joins Profit Sharing Corporation**

Conrad Kimball is now connected with the United Profit Sharing Corporation, in its merchandising department. He has had a long experience in the magazine field.

### **Danby Advertising Director**

R. J. Danby, who joined the Puck organization last May, has been appointed advertising director.



# How Times Have Changed

The advertiser's interest is vitally concerned in the change of values in magazines and that there have been many changes in such values during the last two years is not a secret. Some have suffered and deservedly so. The magazines with a definite editorial purpose, that have built their business, subscription and advertising, on real values are the ones which will survive.

Your advertising is the most costly product you purchase which is ample "reason why" you cannot afford to purchase flighty, temporary advertising values.

You may not read LIFE or believe in it but thousands do who pay \$5.00 per year for it. You would not refuse to sell them your goods because your opinions differ; of course not, you are too good a business man.

LIFE could force its circulation and its advertising but we are sort of cranks on how we do business. Old fashioned, maybe, but sound and progressive—also prosperous.

Year after year LIFE grows stronger. No switching of policies, no change of standards, no experiments, just a definite increasing value—the result of a definite, permanent policy.

If you have not used LIFE the more is the "reason why" you should change with the times and join LIFE'S growing ranks of successful advertisers.

For your own interest, put LIFE on your memo pad now.

Gee. Bee. Are.

LIFE'S Advertising Manager, 31st Street, West, No. 17, New York.  
B. F. Provandie, Western Mgr., Marquette Bldg., 1537, Chicago.



## New York's Official Advice to "Break the Package Habit"

(Continued from page 24)

Neither the grocer nor the consumer can be expected to be an expert on all the various items of food which they necessarily purchase, and whereas the discriminating grocer and discriminating consumer might at times be able to obtain equally good goods in bulk for less money, the chances are that people buying goods in bulk are very apt to get goods of inferior quality.

The concern putting up an advertised package cannot afford to risk its reputation and good will by taking chances on goods of inferior quality. It has too much at stake; whereas the average dealer handling goods in bulk, due to the pressure of competition, is continually tempted to buy cheaper and cheaper goods. Consequently, the average consumer, who wants to be assured of good food, as well as clean food, is willing to pay for the insurance and the extra cost of the service and will, in our opinion, for this good and sufficient reason, continue to buy package goods.

## Dried Peas "Pretty Punk Diet"

By E. Mapes

Secretary, Cream of Wheat Company, Minneapolis

**A** GREAT deal that Messrs. Mitchel and Perkins say in their circular is true, although a great deal of it is not true. Their misstatements, however, are probably occasioned by ignorance. When they say, "As a matter of fact, it is possible for a grocer to keep on hand in bulk exactly the same food as the packages contain, and to keep them in a perfectly sanitary condition," they state what every grocer knows to be absolutely untrue.

Leaving entirely one side the fact that goods like some of those which they mention, taking, for instance, tapioca, crackers, bacon, codfish, macaroni, etc., where han-

dled in bulk necessarily accumulate more or less dirt; goods like rolled oats, and in fact any cereal, cannot be handled in bulk without accumulating not only dirt but worms. This fact any retail grocer could have posted them on and avoided their exhibiting gross ignorance in respect to this one particular.

Whether dried peaches, dried apricots and dried peas are as good as the canned varieties is, of course, a matter of taste, but I never yet have seen a person whose taste agreed with theirs. Dried peaches and dried apricots are very good, but in no way to be compared with the same quality of fruit in cans. To compare dried peas with a good quality of canned peas looks foolish to me. I fear that neither Mr. Perkins nor Mr. Mitchel has ever eaten dried peas. I have, when I had nothing better to eat, and they are a pretty punk diet.

What they say about canned baked beans and lima beans, as against the natural vegetable I heartily agree with; but unfortunately the average housewife doesn't know how to cook the beans properly, and if she did she has got neither the time nor inclination to do it.

I would suggest that it would be advisable for Messrs. Mitchel and Perkins to post themselves a little bit better with regard to the facts in the case before they send out any more circulars. I do not think, however, that any circularizing of this kind need cause the manufacturers who put up reputable package goods any particular anxiety.

## Advertising Does Not Add to Cost of Package Goods

By N. Musher

President, The Pompeian Co. (Olive Oil), Baltimore

[EDITORIAL NOTE.—The following letter was sent to the Mayor's Committee, and published in the New York Journal of Commerce.]

**W**HEN foods are sold in bulk the retailer who sells the goods to the consumer is the only



one back of them. He is the only one the consumer can look to for correct weight or measure, absolute purity, good quality and fair price.

There are about 250,000 retailers in the United States, and each must be responsible to his customers for the quantity, quality, purity and price of every commodity, while the city, State and Federal authorities will have to retain the services of thousands of inspectors to watch the sanitary conditions, the exactness of weights and measures, the purity and quality of the products sold and last, but not least, as to the price in each store.

Is it to be left to these retailers to buy what suits each best and sell it in bulk to the purchasing public, with no guarantee that what they sell is the best that can be had for the money?

If your committee will purchase in the open market standard foods that bear the name of the manufacturer or packer, and compare them with goods packed under the distributor's private label, you will find a marked difference. This will show you that it is of the utmost importance to purchase only goods that bear the packer's name. Regardless of the standing of the merchant under whose name these goods are packed, the packer always puts the best under his own name.

Don't be fooled by the thought that the consumer pays for advertising, nor that a food product well advertised involves a great profit for the packer to afford advertising it. Advertising reduces the cost of material, reduces the cost of the container, reduces packing charges and overhead expenses by increasing the volume of business, so that judicious advertising is not an expense, but the contrary.

#### HOW OLIVE OIL WAS STANDARDIZED

Those that advertise and expect to sell goods on the strength of advertising alone find to their sorrow that advertising is only an adjunct to merchandising; the first essential is to produce or pack an article of merit to be re-

tailed at a fair price. The advertising is to let the people know that you have succeeded. It persuades the public to try the goods once; the quality and price must make it a household article afterward.

When the Pompeian Company entered the olive oil field, about seven years ago, a four-ounce bottle was called a half pint, an eight-ounce bottle a pint and a sixteen-ounce bottle a quart. The four-ounce bottle retailed for 25 cents, the eight-ounce bottle for 50 cents, and the sixteen-ounce bottle retailed for \$1. The sale of olive oil was limited to the new fancy stores who catered to the wealthy classes only. Olive oil was not within the reach of the everyday purchaser.

To-day eight ounces is a full half pint, with the contents plainly marked on every package, and retails everywhere in the United States at 25 cents. A full sixteen ounce tin retails at 50 cents and a thirty-two-ounce full quart tin at \$1. A good many retailers who do a large volume of business sell Pompeian olive oil even at less than the prices named above because of their volume of business.

We have our prices marked on every tin, so that the retailer cannot take the advantage of charging more than the regular rate. Remember that every packer who establishes a fixed selling price plainly stated on the package is doing so for the protection of the consumer.

We have invested approximately \$1,000,000 in advertising and missionary work to get the proper distribution, but not a cent of that was ever charged to the goods themselves. It is carried on our books as an investment in good will. Anyone buying a package of Pompeian olive oil to-day is receiving a cent's worth for every cent parted with, the best of olive oil, packed in the most convenient package, at the least possible price. Our watchfulness commences at the source of production.

Food sold in bulk by the average retailer cannot be called wholly pure, as it can't reach the con-



sumer free from dirt and filth. When sold in the original package, however, it can be delivered exact in weight, standard in quality, pure and clean from dirt and filth, and at a fair maximum price.

To sum up, the consumer deals direct with the producer when he buys original packaged goods. The producer is directly responsible to the consumer, while the jobber and retailer only act as the agents of producer and consumer. They are the brokers and work on a very low commission scale. They guard the interest of the consumer and against unfair manufacturers of inferior commodities.

The Wheatena Company, Rahway, N. J., attacks the committee's conclusions in the 560-line newspaper copy reproduced on a previous page. Specific reasons are given for the unsoundness of the general statement that almost twice as much of the same article can be obtained in bulk as in a package. Thus, the copy reads:

(1) Wheatena cannot be handled in bulk and nothing like it is sold in bulk. Why? Unless put up in hermetically sealed packages to keep the contents away from the air, Wheatena would deteriorate rapidly.

(2) We parch Wheatena over three hours by fire heat and by this process not only sterilize it but develop the Wheatena flavor—peculiar to Wheatena—and make the preparation for the table easy. Is not that worth doing?"

(3) Wheatena is prepared for serving, using one part Wheatena to either six or seven parts of water according to receipt used. Uncooked granulated cereals are prepared with one part cereal to four or five parts water. Another point for Wheatena over bulk or other package cereals.

(4) Though wheat is now about double its price last summer, the price of Wheatena is still 15 cents for the same size package. We are not in business for a day and rather than increase the price to customers we stand ready to lose on every sale unless present conditions continue for too long a period. No increase to the consumer there.

In a concluding paragraph the Wheatena ad sums up the whole question. "Be fair, Mayor Mitchell's Food Supply Committee," it says. "Don't attack all package goods unless you examine all and judge impartially. General statements are unfair and liable to work injury."

That seems to be about the substance of the whole matter. It is another case of generalizing upon insufficient investigation, which is a dangerous process, even for a mayor's committee.

### To Increase Demand for Raisins

The California Associated Raisin Company, Fresno, Cal., is using grocers' trade papers to introduce Sun-Maid Raisins in one dollar family packages to the grocery trade. The grocer is told that this company is spending \$100,000 in an effort to create a greater consumption of raisins. The dealer is asked to take orders for the dollar boxes instead of having his customers send direct. They say to the dealer, "Send us 85 cents and keep 15 cents for your profit." The idea is not to feature the \$1.00 box from a standpoint of profit, nor is it the desire to sell the consumer direct, but the plan is used to secure a greater distribution and encourage the use of raisins.

### Marquam Joins Frost Publications

W. E. Marquam, for the past two years managing editor of *Domestic Engineering* and for four years advertising manager of the Leader Iron Works, has been made business manager of the Frost Publishing Company, publishers of the *Swine World* and the *Berkshire World*. This company recently moved its offices from Springfield, Ill., to Chicago.

### St. Louis Street Car Company Issues Magazine

The first issue of the "United Railways Bulletin," a 12-page monthly, has just appeared in St. Louis. It is devoted to the interests of the employees. The company issues it. Pope Y. White, for seven years city editor of the St. Louis *Times*, is editor-in-chief, with a staff of fourteen employee-correspondents, in all branches of the company's service.

### Will Manage Indian Motorcycle Advertising

R. L. Harriman has been made advertising manager of the Hendee Manufacturing Company, Springfield, Mass., which makes Indian Motorcycles. Mr. Harriman has handled the account in the past for the Frank Presbrey Company, which places the Hendee business.

### Canned Corn Advertised

The Wm. Edwards Company, Cleveland, is conducting a campaign on "Edwards Whole Kernel Natural Corn." The headline of one ad reads "Just Like Fresh Corn on the Cob."



## Standard Oil "Package" Plan a Success

General Manager Tells "Printers' Ink" That the Marketing of Kerosene in Identifiable, Non-refillable Cans, Lowers Operating Cost and Increases Distribution—Future Advertising Possible

THE Standard Oil Company of Indiana, operating in the Middle West with home offices in Chicago, is furnishing dealers in the large cities with kerosene in sealed gallon cans. The plan was originally tried out in Chicago, and soon Milwaukee, Minneapolis and a few other big cities were added. A few weeks ago it was extended to St. Louis, and according to P. C. Crenshaw, general manager of the company, other "filling" plants are soon to be opened in all cities where conditions warrant.

While this plan of selling oil in sealed cans is not exactly an innovation,—it was tried out some fifteen years ago with indifferent results,—the idea of using identifiable, sealed and non-refillable containers is a recent departure. "It has always been a problem," explained Mr. Crenshaw, "to get the better class of grocers to handle kerosene. In the first place it meant investing a good deal of money in a tank and pump, and added to that feature was the continual complaint of customers that the delivery of oil with their order of food-stuffs tainted the more easily contaminated products such as sugar, flour and butter. Some of the dealers refused to handle coal oil for these reasons, and the only way to get them to put it in was to adopt a popular-sized, sealed container which the dealer could handle in much the same manner as his other package goods.

"But there was a question as to the wisdom of this move. It seemed at first that the cost of putting out these sealed cans would offset the additional profit. It called for establishing filling plants, special machinery and a big investment in cans. However,

we finally tried out the plan in Chicago and found to our surprise that it was profitable. We not only got better distribution for our oil, but the cost of delivery—one of our big items—was reduced. We were able to do away with a number of tank wagons requiring teams and put on light, one-horse wagons instead. Then the plan proved popular with the housewives, who in recent years have been educated up to the idea of buying packaged goods labeled with the manufacturer's name, and, of course, the dealers thought it was great."

Asked if this was a preliminary step to advertising kerosene for cleaning and other purposes, thus increasing the per capita consumption of the oil, Mr. Crenshaw said that the company had no such immediate plans. He admitted, however, that only the best grades of oil were sold in these branded containers, and that the idea of possible future advertising was one feature of the plan which appealed to them. In some of the territories, especially St. Louis, there is keen competition with the independent oil dealers, and it is rumored in the trade that the Standard had an eye to this competition when it decided to push branded containers. This, however, was denied by the Standard officials interviewed.

The can being used is a clever device, designed to prevent refilling by unscrupulous dealers with inferior grades of oil. In shape it resembles the square cans used for many lubricating oils, except that it has a patent spout. This spout is quite small at the mouth and pivots to seal or open the can. When the spout is turned in toward the center the can is sealed. A half turn to the left and the spout projects over the edge of the can and is open. The kerosene is forced into the cans through the small spout by special filling machines. On account of their shape they cannot be filled except under pressure. A slight charge, in addition to the market price of kerosene, is made for the cans but this is refunded when the can is returned.



## The Meaning of the Campaign to "Buy It Now"

Instituted by Farm-Paper Publishers to Bring About Active Buying of Necessities by Farmers—Movement Has Support of Prominent Men—Railroads Give Material Assistance

THE slogan "Buy It Now" was launched at a meeting of the Agricultural Publishers Association held about a month ago in Des Moines. It was intended to be the watchword of a campaign to persuade farmers to buy without delay tools and implements

have been successful in interesting other publishers in the campaign. President Wilson has expressed his approval of the cause, and several state governors in the Middle West are giving it active support.

As examples of the interest taken in the "Buy It Now" campaign by those outside of the classes to whom it is directed, these two letters from railroad presidents have been made public by the promoters of the campaign. The president of the Chicago Great Western writes: "We have already purchased \$385,000 worth of material in anticipation of our requirements for the next six

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### Buy it now

Get what you will need  
in the Spring, now, and  
help pass prosperity  
along.

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### Buy it now

If the farmers will buy  
their Spring needs now,  
it will start up factories  
during the Winter when  
work is most needed.

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### Buy it now

There is 40,000,000  
farm population in the  
United States. Their  
1914 crop is worth  
\$9,872,936,000.00.  
If only \$10 were spent  
for each person on the  
farm now, instead of wait-  
ing 'till Spring, it would  
put \$400,000,000 in-  
to circulation and give  
employment to thousands  
whose families are suf-  
fering where factories  
are idle.

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THREE OF THE ADVERTISEMENTS APPEARING IN FARM PAPERS. THEY SET THE FARMER THINKING BY DRIVING HOME A SINGLE, PERTINENT FACT

that would be required in a few months at the longest for tilling the soil and harvesting the crops. Free buying of this sort on an extensive scale, it was pointed out, would liberate a vast amount of money and be an influence for better conditions very generally throughout the country.

The agricultural publishers have given extensive space in their papers to the movement, and

months, and are just about to enter into contracts for \$200,000 worth of additional material covering the year's requirements. I suppose this is the most practical way in which we can aid your movement. I am heartily in accord with the work you have in hand."

The letter from the president of the Baltimore & Ohio reads, "As you perhaps have noticed, we

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have already made a rather substantial contribution to that end—that is to say, we placed an order last week for 2,000 new freight cars. This is the first order for equipment that has been placed by this company for more than a year, and while we have more equipment than is needed under existing conditions, we are hopeful that conditions will mend before long and that the new equipment will then be required."

### National Commission Organizes

The National Commission of the Associated Advertising Clubs of the World held a meeting at the Aldine Club, New York, February 1, and completed final organization by the ratification of the action of the executive committee and acceptance as members of the Poster Advertising Association, Quoin Club, Advertising Specialty Manufacturers, National Association of Advertisers, Agricultural Publishers Association, Business Press, Retail Advertisers Association, Graphic Arts Association, Association of Outdoor Advertisers, Association of Directory Publishers and Religious Press Association. This covers every large interest in the Association except the Newspapers and the Advertising Agents, both of whom are expected to join later. It was reported that the Agents are effecting the organization of the three sectional associations into one organization with a view to joining the National Commission.

The Commission is now ready to proceed to business and consider any questions that may be referred to it by any of its constituent interests, or to adjudicate any differences between two or more.

The sum of \$10,000 was pledged to carry on the work of the Commission and the Executive Committee during the next six months.

The meeting was attended by some twenty members. Vice-President W. H. Ingersoll presided and Secretary Florea was present from Indianapolis.

### C. N. Smith With Seaman

Courtland N. Smith, who has been connected with the Blackman-Ross Company, has left that organization to go with Frank Seaman, Inc. Prior to going with the Blackman-Ross Company, Mr. Smith was manager of the copy department of the Street Railways Advertising Company.

### Frank C. Thomas With Redfield

Frank C. Thomas, who has been in the hardware advertising field for more than ten years, having represented *Hardware Age* and *Hardware Dealers' Magazine*, has become associated with the Redfield Advertising Agency.

## TWO PAPERS

Read for information. National advertisers who enter the Pittsburgh field need them.

### The Pittsburgh Gazette Times

Morning and Sunday

### Pittsburgh Chronicle Telegraph

Evening except Sunday

Co-operation and 100% efficiency are offered. Include them in your list.

**Flat Combination Rate**  
**22½c. Per Agate Line**

for both papers when the same copy appears in consecutive issues. For further information write

Urban E. Dice,  
Foreign Advertising Manager,  
Pittsburgh, Penna.

J. C. Wilberding,  
225 Fifth Avenue,  
New York City.

J. M. Branham Company,  
919 Mallers' Bldg., Chicago.  
Chemical Bldg., St. Louis.

## Wanted—A House Organ

I find I have time to write one monthly house organ; possibly two, if they are short.

If you want to get out a house organ that will sell goods, and at the same time be so full of real human interest that it will be filed and preserved, talked about and quoted from, let me know—soon.

### Leroy Fairman

24 Stone Street  
New York City



## Larger Production Means Better Quality

The following, from the "Wooltex Monthly," the house-organ of the H. Black Company, tells the agents of the company in a succinct way why it is to their interest to increase the Wooltex production:

### "IT IS TO YOUR INTEREST TO ENLARGE THE WOOLTEX PRODUCTION"

"The Wooltex agency in your town is a positive asset to you; of great value, because it gives you a decided advantage over your competitors in the superior quality of the merchandise that you can offer to the public for whose trade both you and the other stores of your city are competing.

"Both Wooltex qualities and Wooltex values improve with an increased volume of production. The more Wooltex garments are made under the same organization, the better the garments come out and the more economically they are produced, and the better merchandise and the better value you are able to offer to the women of your city.

"Therefore, it is to your interest to increase the production of the Wooltex factory, both through your own purchases and through your recommendations to other merchants.

"As the Wooltex production grows one of the most important assets in your business grows with it.

"MORRIS A. BLACK,  
"President, The H. Black Company."

## Manufacturer's School for Customers' Salesmen

The Hotpoint Electric Heating Company, of Ontario, Cal., has established a school for the instruction of the sales personnel of its customers. One of the principal reasons for the instruction course is said to be that the development of electrically heated appliances has been so rapid that neither the public nor the retail salesmen have kept up with it.

The cost of the course will be borne by the Hotpoint company. Only customers who have contracted to purchase a specified amount of the company's products in a year are invited to share in the privileges of the course.

There are three sections to the syllabus. The subject of the first is Electricity; of the second, Electrically Heated Appliances; and of the third, Salesmanship. Sub-divisions of the section devoted to Salesmanship are (1) Readiness for the Customer, (2) Meeting the Customer, (3) Keeping the Customer, (4) Improving Yourself, and (5) How You May Help Your Employer.

## Doyle Elected President of Keystone Publishing Co.

Bartley J. Doyle, for two years manager of the Keystone Publishing Company, Philadelphia, has been elected president of the company.

## A Campaign on "Guaranteed Doors"

The Huttig Sash & Door Company, of St. Louis, is featuring a guaranteed door in its trade advertising, describing the guarantee as "the biggest thing yet recorded in the door trade." The guarantee is as follows:

"It is our intention to furnish a door that shall be as nearly perfect as it is possible to manufacture. In case of any failure, not caused by neglect or misuse, this door will be replaced by us."

In explaining the use of the guarantee, as well as the fact that the brand of the maker is on every door, the company says:

"Why doors should have ever been sold incognito is hard to explain, but dealers and builders by the thousand now know why our Regal Fir Doors are plainly marked with the manufacturer's name—and they will tell you it's because there's real honest value and long-time service with them. Nothing could be nearer right than just that explanation, for we are proud of our doors.

"This sign of real door value marks a new era in the buying and selling of doors. It makes buying easy for the dealer in that it establishes responsibility; and it makes selling easy to the builder because it shows that the manufacturer has faith in his products and will not shirk liability should any defects be found. Help us stamp out the fraud in doors and we'll help you make bigger profits out of doors."

## Map of Rentals Guide to Advertising

In an address before the Detroit Aircraft Club, W. J. Merrill, of the Chicago Tribune, showed a map of Chicago made from an analysis of Chicago's population through a study of rentals paid in various sections of the city. From the information thus gained a map showing the various degrees of thrift was compiled and used as a guide to the ability of the various neighborhoods to buy advertised goods.

## Assorted Florida Fruits by the Box

Hickson & Whitener, Miami, Fla., are using space in newspapers to advertise a special offer of a forty-pound package of grape fruit, oranges, tangerines and kumquats, express prepaid for \$2.75. The offer is well displayed and is illustrated with a box of the fruit.

## Skipper Sardines in the Magazines

The E. Everett Smith Advertising Agency, Philadelphia, is sending out orders to magazines for fifty-line copy advertising "Skipper" Sardines, for Angus Watson & Co.



## Premium Coupons Attached to Cigars

The I. Lewis Cigar Manufacturing Company, of Newark, N. J., whose principal brand is the "John Ruskin," has patented a device for attaching a premium coupon to its cigars. The coupon is made part of the brown band which has adorned the "John Ruskin" since its inception. Not caring to make, visibly, a change in the shape or general appearance of the band, the Lewis company has stuck the brown tag which is the coupon on the underneath side of the narrow strip of paper, and when the cigars are packed the coupons are on the underneath side of each row, invisible until the smoker selects the cigars he wants. The coupon is labeled as such, with advice to apply for the Lewis premium book. This company has been operating its own premium system for about three years. Cigar manufacturers have sought for a long time for a method by which individual cigars might carry premium certificates to the smoker just as packs of cigarettes do.

## New Officers of Trade Press Association

At the annual meeting of the St. Louis-Southwestern Trade Press Association the following officers were elected for the ensuing year: President, Flint Garrison, *The Drygoodsman*; vice-president, Henry R. Strong, *The National Druggist*; treasurer, H. S. Tuttle, *St. Louis Furniture News*; secretary, Charles Allen Clark, *American Point and Oil Dealer*; executive board, above officers and W. E. Barnes, *St. Louis Lumberman*; C. K. Reifsnider, *Farm Machinery*, and Allen W. Clark, *American Paints and Oil Dealer*.

## Francis W. Hoadley Joins "Safety Engineering"

Francis W. Hoadley, until recently with *Engineering Magazine* and formerly on *Cassier's Magazine*, has joined the advertising and service department of *Safety Engineering*, published in New York.

## The Jobless Furnish Copy to Advertiser

When so many men were out of jobs in Cleveland, Ohio, the Webber Company used a half page of space in the newspapers under the heading "Give 'Em Jobs." The copy was illustrated with a string of laborers waiting outside of the Webber plant. This message was addressed to the people of Cleveland. "There are lots of high-grade workmen—good carpenters, masons, roofers, etc., who are at present without work, who can get good jobs at good pay with this company if you will have work done on your house, store or garage now, instead of waiting until spring or summer. We always employ a large force of expert workmen, but we are willing to enlarge our payroll and give jobs to the unemployed just as fast as the business you give us warrants it. Here is your opportunity to help the 'Give-A-Man-A-Job' movement and to have high grade work done at a lower cost before the busy season comes."

## Sears, Roebuck Earns 21.3 Per Cent

Sears, Roebuck & Co. have issued their report for the year ending December 31, 1914. The net sales amounted to \$96,024,754 as against \$91,357,276 in 1913, and the net profit \$9,081,520 as compared with \$9,037,670 the previous year. After allowing seven per cent on preferred stock, the balance is equal to 21.3 per cent on \$40,000,000 common stock against 21.17 per cent earned on the same stock in 1913.

The directors of the company have recommended the payment of a \$20,000,000 dividend to holders of the common stock. The distribution will be made in new common shares, against an accumulated surplus, a large part of which has been reinvested in the business. The company has no bonded indebtedness.

The Advertising Club of Columbus, Ohio, has decided to effect a merger with the Chamber of Commerce of that city.



## A House Organ Full of Pep

WHAT about the house organ as the feature piece of your direct advertising campaign?

Our staff represents house organ experts who have devoted over ten years to "the little magazines of business literature."

Without obligation, write today and secure the Caslon Plan.

## THE CASLON COMPANY

Direct Advertising

300 Leader Building

Cleveland, Ohio



# The Little Schoolmaster's Classroom

**H**APPENING upon W. H. Rankin in the lobby of the Waldorf the other evening, the Schoolmaster discovered that the vice-president of the Mahin agency is an optimist. Not the usual variety of optimist, however, for Rankin has a supply of facts and figures which rather effectively throw the burden of proof on the opposition. So, as they say down in Washington, the Schoolmaster is going to "yield the floor" to the aforesaid facts and figures, and for the remainder of the present session Rankin will do the talking:

\* \* \*

"The largest volume of advertising in the magazines and newspapers is that of automobiles and accessories. For nearly fifteen, and especially during the last five years, manufacturers of automobiles and accessories have been advertising persistently and consistently. Merchants, bankers, manufacturers and others who are engaged in various branches of the commercial world are expressing surprise at the big way in which automobiles have been sold right along during the past six months. While business in many other lines has been at a standstill, the sale of automobiles has been as brisk as ever. In many cases, manufacturers have actually increased their sales to unprecedented figures. All this is beyond the comprehension of men who have never acquired an understanding of the tremendous force that goes with advertising.

"It is evident that the splendid business in automobiles and automobile accessories during the recent period of depression has been due in a very large measure to advertising. In one publication alone more than \$2,000,000 worth of automobile and accessory advertising was done last year. As a matter of fact, automobile advertising has during the past decade been little short of marvelous. Each year the amount of

this advertising has been nearly double that of the preceding year.

"Men like John N. Willys, Hugh Chalmers, A. R. Erskine, R. D. Chapin, J. W. Drake, Henry Ford, H. B. Joy, J. J. Cole, H. W. Ford and the Studebakers have increased their advertising appropriations year after year. For instance, John N. Willys will spend over \$500,000 in women's papers and magazines alone this year. In adding women's papers to his list, he does not curtail his newspaper advertising in the least, but has very largely increased his newspaper appropriation.

\* \* \*

"But it is not in the automobile business alone that the effect of advertising has been noticeable. Take the leading advertisers in fifty different lines, such as Fairbank in soap and washing powder, the National Biscuit Company, the American Radiator Company, Armour in the meat industry, Welch in grape juice, Colgate in toilet articles, Hart Schaffner & Marx in ready-to-wear clothes, and all of the tobacco companies, and you will find that their business has suffered little the past year in comparison with that of manufacturers who sell their goods without advertising.

"I don't wish to be understood as making the claim that advertising is a sure cure for hard times, or a guarantee against failure in business, but I do contend that advertising is the business man's best insurance against loss, and I want to make it very clear that the contraction in the sales of products which are largely advertised in the newspapers and magazines is hardly perceptible in dull times, whereas the sales of unadvertised products fall off from one-third to one-half or more during periods of depression.

\* \* \*

"As an example, let me cite the case of Hart Schaffner & Marx. An interview with a member of



this firm was published in the Chicago *Examiner* about the first of the year. Having referred to the prestige which was maintained by Chicago in 1914 as the leading market for high-grade, ready-made clothing, he spoke of the curtailment of consumption due to the outbreak of the war in Europe, and then made this important statement:

"Instead of indulging in marked retrenchments and reductions all along the line, the market was supported by the most extensive advertising that has ever been done in the history of the industry. Chicago publicity was widely distributed through newspapers and magazines. While it did not succeed in offsetting the effects of the war and weather, it did set a progressive pace for the wholesale trade and for the retailers, so that the latter, instead of prostrating themselves before the unusual condition, responded energetically and made the most of the situation."

"One of the greatest things about advertising is its moral effect, and this is a feature that is overlooked by the producer who does not advertise. The big sales of automobiles to-day are not due solely to the advertising that was done yesterday or last week. In a large measure they may be attributed to the advertising of last year and the year before last. Do not misunderstand me. I have no intention to minimize the effects of to-day's advertising upon the sales of to-day or to-morrow. The advertising that is done now is helping on every sale that is made—helping in no small or uncertain way.

"But the advertisement which is published to-day is doing something in addition to adding to the volume of to-day's sales. It is helping to make the sales of next year and the year after. It is building prestige, establishing confidence, and gathering momentum for the future.

"As Mr. G. Ed. Smith, presi-

## Basic Efficiency

To keep working, you must keep well.

Without health, other efficiency is impossible. How to keep well *without drugs*, through forming natural health habits, is taught in *GOOD HEALTH*—a pocket magazine issued monthly for busy men. Not dry and technical—but intensely interesting and easily understood. \$1 a year until March 31st, 1915—after that date, \$2 a year. Sample copy for six 2c stamps. Address—

**GOOD HEALTH PUBLISHING CO., 1802 W. Main St., Battle Creek, Mich.**

### CATALOGUES

of the better kind, to be one hundred per cent efficient, must be mailed in envelopes of the better kind.

#### THE BANDLESS MAILING ENVELOPE

will deliver your catalogue to your prospect without the usual dog-eared and frayed corners. In fact, will deliver it just as it left your hands. Costs more than the ordinary envelope but worth every cent.

We want to hear from good, clean advertisers who know the value of distinctive advertising.

THE SMEAD MANUFACTURING COMPANY  
Hastings, Minnesota, U. S. A.



# WANTED!

## \$316,200 Worth of TRACTORS

Our subscribers tell us that's the amount they want this year. Our booklet, "The Bullion from the Melting Pot," gives you definite facts on a big, new market.

Ask for your copy.

### HOSPODAR

America's Only Bohemian Farm Paper  
523 So. 12th Street, Omaha, Neb.

No Agricultural List Is Complete, Without

## UP-TO-DATE FARMING

"The Farm Paper With a Mission"

200,000 copies twice a month  
—Pays Farmers Who Read It—  
So, Pays Advertisers Who Use It  
Samples, Rates, Particulars Cheerfully Given

### UP-TO-DATE FARMING

Indianapolis, Indiana Chicago  
New York

### Special Writer

I have just returned from a three weeks' trip to the Middle West. I wrote a 10,000 word booklet for a large advertiser in Battle Creek, Mich., an 8000 word booklet for a big institution in Valparaiso, Ind., and put in one week as press agent organizing the publicity work for a company on the road. I go anywhere, study any clean proposition and write any kind of selling literature from letters to advertising stories. Fifteen years' experience as editor, special writer, public lecturer; several years head of copy departments in one of the big Chicago agencies.

Prices low for high grade work.  
Bruce Calvert, 379 Hancock Street,  
Brooklyn, N. Y.

## Manufacturers!

Are you satisfied with the sales you are getting from Detroit and Michigan? If not, this will interest you!

I have had an extended selling experience, both city and "on the road,"—have managed a sales force,—have managed a weekly publication,—and while doing advertising agency work secured a thoroughly practical and successful advertising and correspondence training.

I now wish to open offices in Detroit as representative for some reliable manufacturer. I can furnish best of references,—and will consider either salaried proposition, or have capital to control exclusive territory for some good product.

At any rate, if you are interested in more sales and a dependable agent in this territory, address David W. Rodger, 400 Third Avenue, Detroit, Mich.

dent of the Royal Typewriter Company, said to me the other day: 'We must advertise to the girl in the high school or the business college, because in two or three years she will be choosing the typewriter she prefers to use.'

\* \* \*

"So it is with automobiles. Many of the people who are buying cars now are merely fulfilling the desires that were created by the advertisements they read two, three or five years ago. Advertising is something more than the mere use of printers' ink. It creates desire, it inspires confidence, and by increasing and developing business, it becomes one of the most potent influences for good in our whole scheme of civilization.

"The wise manufacturer regards advertising as a necessity. He knows that through advertising alone he can induce the consumer to demand his products when times are good, and he knows also that advertising is the best insurance against loss in periods of commercial stagnation. Because of the momentum, the advertising he did two or three years ago has helped many a producer to keep his plant in operation during the past few months.

"Men who are broad enough to recognize this cumulative effect of persistent, intelligent advertising do not become panicky whenever there happens to be a slump in the stock market or a new revolution in Mexico. Instead of hastening to cancel their advertising every time there is a flurry of any kind, they go right ahead, knowing that the advertising they do is their best guarantee against depression in their own lines. Those who are most successful support the market by increasing their advertising, instead of cutting it down, when unfavorable conditions threaten.

"The advertising of automobiles tires, and automobile accessories during the past two or three years has in a very large degree been the cause of the big sales that have continued in those lines through the recent months, when



the sales of unadvertised products fell off to an alarming extent and in many cases practically ceased.

"Strange to say, too, the big advertising of the leading ten automobile advertisers has helped the entire industry—even those that did not advertise. Competition in advertising is a good thing and you will find the industries which have a half a dozen big advertisers, such as in automobile tires, clothing, smoking tobacco, cigarettes—you will find trade and sales conditions in those particular lines in far more healthy condition than in other lines that do not advertise or which has only one or two good advertisers."

### New "Trade Characters" in Current Advertising

New advertising characters who are at the present time being introduced to the public through newspaper advertising are:

"Little Polly," representing "Little Polly Cleaner," made by Harrah & Stewart Mfg. Company, Des Moines, Iowa. Grocers are distributing free samples of this cleanser for household use.

"Mademoiselle Dainty," a stylish little figure representing Valier's Dainty Flour, made by Valier & Spies Milling Company, St. Louis, Mo.

"Merry Monday," a quaint, old-fashioned, fat Dutch girl, who is on the job when "Mandy" fails to show up to do the washing. "Merry Monday" is giving advice to the housekeepers of New Orleans for the Crescent Laundry.

"The Little Butter-Pats," who appear as jolly dwarfs, originated by the Meriden Creamery Company, to give a personality to the copy for Prairie Rose Butter. Each ad contains a verse about the Butter Pats. One reads:

"We're not Irish Buttercups,  
There's no shamrock on our hats,  
Yet we carry what can make us  
Into well bread Butter-Pats."

### Campaign for Photo Specialty

A newspaper campaign is being conducted on "Rexo"—a photographic developing paper, made by Burke & James, Inc., Chicago. The copy is addressed to amateur photographers, and offers advice on making better pictures. A free sample coupon is printed in one corner. This coupon when filled out and presented to any of the merchants whose names appear in the announcement will receive a sample package of Rexo paper. The manufacturers claim they are so sure of the superiority of this paper that the sample package is given free to convince the public of this fact.

Do You Know **WHY**  
The Geo. E. Keith Co., Makers of

### WALK OVER SHOES

are now using 40 different designs in

### Apfelbaum Motion Slides

the answer is—

### Enthusiastic

### Dealer Co-operation

**PERFECTION SLIDE CO.**

1560 Broadway New York

Motion, Clock and Regular Advertising Slides

### Lincoln Freie Presse

LINCOLN, NEB.

Actual Average  
Circulation **131,428**

Our biggest circulation is in the States of Iowa, Wisconsin, Minnesota, Nebraska, Illinois, etc., in the order named. All subscriptions paid in advance. Flat rate, \$50:

### The Only Investment

that NEVER reduces interest rates or DEFAULTS on dividends.

**LIFE ANNUITIES**—Contracts issued ALL ages pay from 6% age 42 to 13% age 70. No medical examination.

**LIFE INSURANCE.** In 1914 I reduced annual premiums for two clients on policies taken 1913, for one 21%, for another 40%, giving superior contracts in each case.

J. A. STEELE, 170 Broadway, NEW YORK



**Edward Walker**  
commercial artist  
Brandon, Vt.



## Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost forty cents a line for each insertion. No order for one time insertion accepted for less than two dollars. Cash must accompany order. Forms close 10 a. m. Monday preceding date of issue.

### ADVERTISING AGENTS

#### ALBERT FRANK & COMPANY ADVERTISING

26 Beaver Street, New York  
Chicago Philadelphia Boston

### ADVERTISING MEDIA

**PACIFIC COAST FARMERS** of Oregon, Washington, Idaho and California can best be reached thru the old reliable **NORTHWEST PACIFIC FARMER**, of Portland, Oregon—Weekly, 45 years.

### BUSINESS OPPORTUNITIES

**FOR SALE:** Interest in high grade printing business located in one of the largest cities in the Northwest, now netting \$10,000 a year on investment required. Applicant must be experienced salesman of high grade catalog printing and color work, and must work in the business to prove his qualifications before he will be permitted to invest a dollar. The right man is more important than the investment. Only men of exceptional ability, who are able to invest at least \$25,000, will be considered. Box 626, care of Printers' Ink.

### HELP WANTED

**ADVERTISING Solicitor Wanted—**Man of first-rate ability acquainted with big national advertisers (agencies and principals), especially auto accessories, to join me in putting over proposition on which the expensive preliminary work is now complete. Address, Box 620, Printers' Ink.

### An Unusual Opportunity

**A SUCCESSFUL** growing business supplying art work and all forms of printed advertising needs a manager with constructive ability.

Initiative, thorough knowledge of the printing business essential. Salary and share of profit. Box 630, care of Printers' Ink.

### POSTER STAMPS

**HUNDREDS** of beautiful, original styles and designs Advertising and Pictorial stamps suitable for Manufacturers, Exporters, Jobbers, Retailers, Transportation Lines, etc. Standardized processes of manufacture give attractive Stamps at low prices. Assortment of samples if requested on letter head. **THE DANDO COMPANY**, 26-32 S. 3rd St., Philadelphia.

### POSITIONS WANTED

**COPYWRITER** and Solicitor, now employed in latter capacity on prominent trade publication, seeks connection with advertising agency or as copywriter to a national advertiser. Box 628, Printers' Ink.

**SALES CORRESPONDENT** and copy writer wants job Mar. 1. Proved producer, convincing indorsements. Now in South; go anywhere. 26, married. Address Box 629, care of Printers' Ink.

**HUSTLING Newspaper** and Advertising Man—Capable and Adaptable—invites offer to change. For past three years Sales and Advertising Manager of Wholesale and Retail Concern. Box 623, Printers' Ink.

**TRADE Paper Editor** Wants to Grow. Now doing all the editorial work, make-up and advertising soliciting on national trade paper. Well educated, married. 7 years' newspaper and trade paper experience. References. \$3,000 when ability is proven. Box 622, Printers' Ink.

**"BLANK**, you have forgotten that you are a college man sooner than anyone I have ever known." This from my boss, after only a year and a half in agency work (copyrighting, layouts, etc.). Want advertising connection in New York. Box 626, care of Printers' Ink.

**EDITORIAL Assistant—Young** man wishes to connect with a general or class publication in an editorial capacity. Capable of reading copy intelligently, dummyming-up and taking entire charge of typography. Well informed and can adapt himself to the needs of any periodical. At present in the printing business, but desires to "break into" the editorial line. Box 627, care of Printers' Ink.



**ADVERTISERS  
PUBLISHERS  
MAIL ORDER MEN**

¶ Are you satisfied that the running of your plant is at the highest efficiency standards? ¶ I am looking for a job to demonstrate my unusual experience and exceptional ability as office manager or assistant to general manager. ¶ I am a practical systematizer with new school methods. ¶ My services are a sound investment and will pay good dividends to the right concern. ¶ Let me introduce you to my references. Box 633, care of Printers' Ink.

**PRINTING**



**WAR MAP BLOT-**

**TERS** in four colors, absorbent both sides. Also map blotters of any State, Panama Canal Zone, N. Y. City, Comic Cuts, Trade Tick-

lers and plain blotters. Samples and prices on request. Other printing. F. M. INGALLS, 1121 S. Villa St., Morris Park, L. I., N. Y.

**GENERAL PRINTING CATALOGUE and BOOKLET WORK.—**

*Unusual facilities for large orders—monotype and linotype machines—large hand composing room, four-color rotary, cylinder, perfecting, job and embossing presses, etc. Coin Cards, Original ideas, good workmanship, economy, promptness. Opportunity to estimate solicited.* The Winthrop Press, 141 E. 26th St., N. Y.

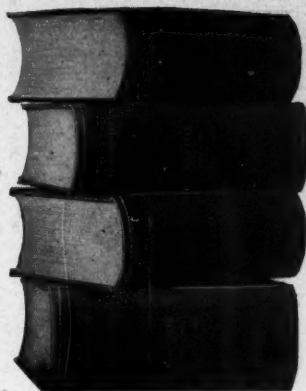
**PUBLISHING BUSINESS OPPORTUNITIES**

**\$1,000** will buy a small technical monthly which will earn a living for advertising man from the start. Harris-Dibble Co., 71 West 23rd Street, New York.

**LEADING Poultry Journal**, well established on excellent paying basis, for sale at a bargain. Splendid Opportunity to acquire a business that will stand closest investigation. Can give best of reasons for selling. Particulars. Address Box 621, care of Printers' Ink, New York City.

**STANDARD BOOKLETS**

**HIGHLY SPECIALIZED** ability to write and design and facility to print small and large editions of booklets, standardized 3½x6, in 8, 16 and 32 pages, with covers. Ten standard styles: Our original methods cut cost and save you money; our "copy" sells your goods. We will design and print 1,000 for \$17.75; 5,000 for \$42.75. Samples if requested on your letter head. **THE DANDO CO.**, 28-32 So. 3rd St., Philadelphia, Pa.



**A History of  
1914**

Bound volumes of **PRINTERS' INK** make ideal references for Advertising Agents and Manufacturers who have occasion to compare past and present campaigns with plans for the future.

*4 volumes 1914*

*\$8.00 the Set . . . Postpaid*

**PRINTERS' INK  
PUBLISHING CO.**

**12 West 31st St., New York**



## Roll of Honor

### ALABAMA

Birmingham, *Ledger*, dy. Average for 1913, \$9,002. First 2 months, 1914, \$9,948. Best and cleanest advertising medium in Alabama.

### ARIZONA

Phoenix, *Gazette*. Average daily circulation for 1914, 6,801.

### CONNECTICUT

New Haven, *Evening Register*, daily. Aver. for 1914 (sworn) 19,414 daily, 2c.; Sunday, 17,188, 5c.

### ILLINOIS

Joliet, *Herald*, evening and Sunday morning. Aver. year ending Dec. 31, 1914, \$7,775.

Peoria, *Evening Star*. Circulation for 1913, Daily, 21,088; Sunday, 10,876.

### INDIANA

South Bend, *Tribune*. Sworn average Dec., 1914, 18,458. Best in Northern Indiana.

### IOWA

Burlington, *Hawkeye*. Aver. 1914, daily, 9,999; Sunday, 11,198. "All paid in advance."

Des Moines, *Register and Leader-Tribune*, daily average May '14, 69,234; Sunday, 48,595. Iowa's Supreme Want Ad Medium. Send for town by town and zone circulation booklet.

Waterloo, *Evening Courier*, 5th year: Av. dy. 1913, 9,551. Daily aver., Apr. to Sept. 1914, 14,283.

### KENTUCKY

Louisville, *Courier-Journal*. Average 1914, daily, 32,395.

Louisville, *The Times*, evening daily, average for 1914 net paid \$1.578.

### LOUISIANA

New Orleans, *Item*, net daily average for 1914, \$6,960.

### MAINE

Augusta, *Kennebec Journal*, daily average 1914, 11,765. Largest and best cir. in Cent. Me.

Bangor, *Commercial*. Average for 1914, daily 11,763.

Portland, *Evening Express*. Net average for 1913, daily 19,687. Sunday *Telegram*, 13,003.

### MARYLAND

Baltimore, *News*, daily. News Publishing Company. Average 1913 — Sunday, \$6,886; daily, 76,783. For Dec., 1914, 76,235 daily; \$1,825 Sunday.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.

### MASSACHUSETTS

## Boston Globe

Average Gross Circulation 1913: 177,747 Daily 313,397 Sunday

Sworn net average circulation March, 1914: Daily, 199,136; Sunday, 287,410.

Advertising totals: 1913, 8,334,760 lines, 1,136,622 lines more than any other Boston paper published.

The above totals include all kinds of advertising from that of the big department store to the smallest "want" ad.

Boston, *Evening Transcript* (60). Boston's tea table paper. Largest amount of week day ad.

Lynn, *Evening Item*. Daily sworn av. 1911, 16,987; 1912, 18,388; 1913, 18,878. Two cents. Lynn's family paper. Covers held thoroughly.

Salem, *Evening News*. Actual daily average for 1913, 19,498.

Worcester, *Gazette*, evening. Av. Jan. to Dec., '14, 24,626. The "Home" paper. Largest ev. circ.

### MINNESOTA

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

Minneapolis, *Farm, Stock and Home*, semi-monthly. Actual average 1st 9 mos. 1914, 113,166. Actual average for 1914, 118,391.

Minneapolis, *Tribune*, W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average net paid circulation for 1913, daily *Tribune*, 108,763; Sunday *Tribune*, 159,163.

### MISSOURI

St. Louis, *National Farmer and Stock Grower*, Mo. Actual average for 1914, 128,378.

### NEW JERSEY

Camden, *Daily Courier*. Daily, Oct. 1st, 1913, to Mar. 31, 1914, 11,068.

### NEW YORK

Buffalo, *Courier*, morn. Ave., 1914, Sunday, 99,241; daily, 67,100; *Enquirer*, evening, 48,086.

Buffalo, *Evening News*. Daily average, for 1913, 92,579.

Schenectady, *Gazette*, daily. A. N. Lietz. Actual Average for 1914, \$2,017. Benjamin & Kentnor, 225 Fifth Ave., New York; Peoples' Gas Building, Chicago.

### OHIO

Cleveland, *Plain Dealer*. Est. 1841. Actual average for 1913: Daily, 113,497; Sun., 144,094. For Dec., 1914, 131,517 daily; Sunday, 182,709.

### PENNSYLVANIA

Erie, *Times*, daily. Average circulation 1914, 28,370; 23,361 av., Dec. 1914. A larger guaranteed paid circulation than all other Erie papers combined. E. Katz, Special Agt., N. Y.

Washington, *Recorder and Observer*, circulation average 1913, 13,076.

West Chester, *Local News*, daily, W. H. Hodgson. Aver. for 1913, 18,136. In its 42nd year. Independent. Has Chester Co., and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.





**Wilkes-Barre, Times Leader**, eve. except Sunday. Aver. net daily circulation for 1914, **19,969**.  
**York, Dispatch and Daily**. Average for 1913, 19,157. Covers its territory.

**RHODE ISLAND**

**Newport, Daily News**, (evening) 66th year. Covers field. Circulation for 1914, **4,845**.

**Providence, Daily Journal**. Average net paid for 1914, **20,883** (©). Sunday, **23,015** (©). **The Evening Bulletin**, 48,772 ave. net paid for 1914.

**Westerly, Daily Sun**. S. E. Conn. and S. Rhode Island. Sun to every 7 persons. Aver. circ. 1914, **8,888**.

**VIRGINIA**

**Danville, The Bee** (eve.) Average for 1914, **8,799**.

**WASHINGTON**

**Tacoma, Ledger**. Average year 1913, daily and Sunday, **21,661**.

**Tacoma, News**. Average for year 1913, **20,810**.

**WISCONSIN**

**Janesville, Gazette**. Daily average, 1914, daily **7,139**.

**Racine (Wis.) Journal-News**. A. B. C. audit gives biggest circulation.

**SASKATCHEWAN, CANADA**

**Regina, The Leader**. Average, 1914, **16,619**. Largest circulation in Province.

**Want-Ad Mediums**

**CONNECTICUT**

**New Haven Register**. Leading want ad medium of State. Rate 1c. a word. Av. '14, **19,414**.

**MAINE**

**The Evening Express and Sunday Telegram** carry more Want Ads than all other Portland papers combined. 1c. a word; 7 times, 4c.

**MARYLAND**

**The Baltimore News** carries more advertising than any other Baltimore daily. It is the recognized Advertising Medium of Baltimore.

**MINNESOTA**

**The Minneapolis Tribune**, Daily and Sunday, is the leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper in the Twin Cities. Printed in 1913 **111,417** more individual Want Advertisements than its nearest competitor. Rates: 1 Cent a word, cash with the order; or to Cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.

**NEW YORK**

**The Buffalo Evening News** is the best classified advertising medium in New York State outside of N. Y. City. Write for Classified Rates, sworn circulation statement, and rate card.

**PENNSYLVANIA**

**The Chester, Pa., Times** carries from two to five times more Classified Ads than any other paper. Greatest circulation.

**Gold Mark Papers**

**ILLINOIS**

**Bakers' Helper** (©), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known.

**The Inland Printer**, Chicago (©). Actual average circulation for 1914, **16,420**.

**MASSACHUSETTS**

**Boston, American Wool and Cotton Reporter**. Recognized organ of the cotton and woolen industries of America (©).

**Boston Evening Transcript** (©), established 1830. The only gold mark daily in Boston.

**Worcester L'Opinion Publique** (©). Only French daily among 75,000 French population.

**NEW YORK**

**Brooklyn Eagle** (©) is THE advertising medium of Brooklyn.

**Dry Goods Economist** (©), the recognized authority of the Dry Goods and Department Store trade.

**New York Herald** (©). Whoever mentions America's leading newspapers mentions the New York Herald first.

**Scientific American** (©) has the largest circulation of any technical paper in the world.

**PENNSYLVANIA**

**THE PITTSBURG (©) DISPATCH (©)**

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two-cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

**RHODE ISLAND**

**Providence Journal** (©), only morning paper among 800,000 people. "The K. I. Bible."

**TENNESSEE**

**The Memphis Commercial-Appeal** (©) is the only paper in the state of Tennessee to have received the Gold Mark Award. The Commercial Appeal passes both quality and quantity tests. Daily, over **64,000**; Sunday, over **98,000**; weekly, over **96,000**.

**WISCONSIN**

**The Milwaukee Evening Wisconsin** (©), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.



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## ADVERTISING RATES

\$120 double page, \$60 a page, \$30 half page, \$15 quarter page  
Smaller space, 35c per agate line—Minimum, one inch

### PREFERRED POSITIONS

Front Cover.....	\$125	Page 5.....	\$100
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Back Cover.....	100	Double Center [8 pages]... 150	



# A New Record

With its issue of Sunday, January 17, The Tribune set a new mark in circulation for all newspapers in the entire United States outside of New York City.

Breaking all its own records and all previous records for Chicago, the paid circulation of that issue of The Sunday Tribune was

## 554,023

This is by far the largest paid circulation among all Chicago newspapers, daily or Sunday, morning or evening.

It is nearly 100,000 greater than the paid circulation of the nearest Chicago newspaper.

It is the largest paid circulation ever reached by any Chicago newspaper.

It is the largest paid circulation among all the newspapers in the United States with the single exception of one newspaper published in New York City.

These tremendous figures are achieved without premium, coupon, voting contest or any other form of bribe to the reader. They are reached by making a good newspaper and then telling people about it.

## The Chicago Tribune

**The World's Greatest Newspaper**

(Trade Mark Registered)

**Member Audit Bureau of Circulations**

Eastern Advertising Office: 1216 Croisic Bldg., 220 Fifth Avenue, New York City

Pacific Coast Advertising Office: 742 Market Street, San Francisco